



29 June 2010

Ms Sharon Grierson MP
Chair
Joint Committee of Public Accounts and Audit
Parliament House
CANBERRA ACT 2600

Dear Ms Grierson

Further to our attendance at the Committee hearing on 17 June 2010, I am writing to provide documents and further information relating to matters raised at the hearing.

Documents

The Committee asked for my response to references in the *Independent Review of Government Advertising Arrangements* that my Office had been involved in areas beyond its competence or expertise (page 5, Hansard). In responding to that question it was noted that my Office made use of specialists for advice and to conduct training. To assist the Committee, I have attached a list of the specialists utilised for advice and training (Attachment A). I have also attached a list of the qualifications and experience of those staff undertaking the reviews, indicating where those staff had specialist qualifications in the areas of auditing, assurance reviews, and media, marketing or communications (Attachment B).

Further information

Mr Briggs asked whether my Office was involved in reviewing any of the advertising announced in the May 2010 Federal budget (page 12, Hansard). Attachment C lists those advertising campaigns specified in the budget that were under review by my Office as at 31 March 2010.

Mr Briggs also asked which advertising campaign was reviewed on 30 March 2010. My Office issued two independent review reports on that date:

1. Attorney-General's Department - The National Security Campaign (May to July 2010); and
2. Department of Health and Ageing - Sexually Transmissible Infections (STIs) Prevention Program: Sexual Health Campaign (May 2009 to June 2010) – Additional Material.

The Chemicals of Security Concern Campaign, which was referred to at the hearing, was reviewed by the Independent Communications Committee on 28 April 2010. In response to Mrs Bishop's question relating to this campaign, the campaign was re-referred to my Office on 26 March 2010. Attorney-General's advised that stakeholder feedback on their current campaign indicated that a wider campaign, with increased expenditure, was required. Accordingly, and on advice from the Department of Finance and Deregulation, Attorney-General's contacted ANAO to advise the revised campaign required an assurance review. As our review work was not completed by 31 March 2010, the campaign was subsequently referred to the Independent Communications Committee for their review.

Yours sincerely

A handwritten signature in black ink, appearing to read 'I. McPhee', with a long horizontal stroke extending to the left.

Ian McPhee

Auditor-General

EXPERT ADVICE PROVIDED TO THE ANAO

The ANAO engaged a number of expert advisors to assist in specialist training of staff and provide advice on several individual campaigns. Brief biographical details are provided below.

Expert advisors:

Martin Salkild

Martin Salkild is an advertising professional with 40 years experience in the advertising industry. Martin has a Masters in Management Studies majoring in Marketing and currently operates as a consultant (Salkild & Co) working with creative teams and researchers. Martin also lectures for the Advertising Federation of Australia (AFA) and the University of New South Wales for its Masters of Marketing degree.

Steve Allen

Steve Allen has worked in forecasting and measuring of the media industry for over 20 years. Steve was the Managing Director for AIS Media in Sydney from 1980, becoming National Director Media Strategy in 1999. In 2000 he launched 'Fusion Strategy', a specialist firm offering expertise in strategy planning and media marketing management, and in 2003 launched 'Essence Media'. Steve has lectured for the AFA, the University of New South Wales for its Masters of Marketing degree, and for Macquarie Marketing.

Dr Neil Doyle

Dr Neil Doyle has over 15 years experience in communication evaluation within research agencies as well as on behalf of individual clients. He has held senior positions with ACNielsen (Director), InsightAsia (Managing Director) and Millward Brown (Regional Director) heading up the qualitative business in Australia and NZ. Neil has also worked as a research and communication consultant on projects with the World Health Organization, United Nations Population Fund and CARE Australia/AUSAID. Neil has been a guest lecturer for the University of New South Wales, Master of Marketing over the past five years.

Heather Albrecht

Heather Albrecht is a Digital Communications Strategist & Trainer (Digital Connections). Heather has 12 years experience in digital communications plus 15 years experience in brand and direct marketing. Heather currently teaches the AFA AdSchool Digital Marketing Workshops and Digital Cadet Program and has lectured at and coordinated the University of Technology/AFA AdSchool Executive Certificate in eMarketing from 2003 to 2006. She also lectures periodically at the University of Sydney in Digital Marketing and has provided training in digital media communications at a number of media and advertising agencies.

Attachment B

STAFF INVOLVED IN GOVERNMENT ADVERTISING REVIEW ACTIVITIES

The staff responsible for conducting reviews of government advertising campaigns against the Guidelines had a variety of qualifications and experience including auditing, assurance reviews, and media, marketing or communications.

Audit Experience:

The team had a combined total of approximately 30+ years financial and performance audit experience.

Public sector experience:

The team had a combined total of approximately 70+ years public sector experience.

Government Advertising Review Branch:

At 31 March 2010 the Government Advertising Review Branch consisted of:

One SES Officer (Mr White – also responsible for DMO Major Projects Review work)

1 Senior Director

2 Directors

4 Analysts

Branch numbers had increased since June 2008 as the workload associated with Government Advertising Reviews became clearer.

Qualifications:

All staff involved in Government Advertising Review work had tertiary qualifications, including:

Post-graduate / Professional	Certified Practising Accountant (CPA) Member Master of Arts (by research) – English literature Graduate Diploma in Editing and Publishing Graduate Diploma in Legal Studies Graduate Diploma in Urban Estate Management
Undergraduate	Bachelor of Arts (Hons) – English Literature Bachelor of Arts (Hons) – Political Science and Philosophy Bachelor of Communications – specialising in Advertising and Marketing Bachelor of Arts in Communications (Journalism) Bachelor of Arts – English Literature, Creative Writing Bachelor of Law Bachelor of Commerce – Management Bachelor of Commerce Diploma of Photography Diploma of Graphic Design and Business
Ongoing	Master of Studies (anthropology)

Attachment C

Campaigns under review by the ANAO as at 31 March 2010 where provision for advertising was made in the 2010-11 Budget Papers

Paid Parental Leave

Funding of \$3.2 million will be provided to enhance existing Paid Parental Leave communications activities (\$8.8 million over two years was provided in the 2009-10 budget).

The Department of Families, Housing, Community Service and Indigenous Affairs first made contact with the ANAO in 2009 to provide advice that, subject to passage of legislation, an advertising campaign associated with paid parental leave arrangements was likely.

Climate Change

Funding of \$30 million over two years for a national climate change education campaign.

The (then) Department of Climate Change advised the ANAO in 2009 that a number of campaigns were planned: a climate change behavioural change campaign; a solar credits and renewable energy targets campaign; and a carbon pollution reduction campaign. It is not clear if these campaigns equate to the education campaign identified in the 2010-11 budget.

Combating Petrol Sniffing

Funding of \$38.5 million over four years to reduce the health and community impacts of petrol sniffing by expanding the voluntary roll-out of Opal fuel. The measure includes funding for a communications strategy on the use of Opal fuel.

The Department of Health and Ageing had advised the ANAO in 2010 that an advertising campaign on Opal fuel was planned.