

Joint Committee of Public Accounts and Audit

ANSWERS TO QUESTIONS ON NOTICE

PUBLIC HEARING ON THE ROLE OF THE AUDITOR-GENERAL IN
SCRUTINISING GOVERNMENT ADVERTISING (OCTOBER 2009)Australian National Audit Office

Topic: Advertising for Indigenous and non-English speaking Australians

Member: Mr Georgiou

Question reference number: Finance and Public Administration Committee Hansard
26 October 2009 page 40

Date set by the committee for the return of answer:

Question:

Mr GEORGIU—So, in your judgment, have \$47,000 and \$17,000 met the needs of communicating a through-point or whatever message to Indigenous and non-English speaking Australians?

Mr White—Correct.

Mr GEORGIU—Can I see the papers that embody that, and form the basis of that conclusion, please.

Answer:

The costs advised to the Committee during the hearing were media placement costs only, and did not include the costs of developing and producing the relevant campaign materials or the costs of a range of “below the line” activities undertaken by the ATO Access and Diversity unit which were identified in the ATO’s *Diverse audiences implementation plan*.

In forming a view as to whether the proposed materials were being presented in an objective, fair and accessible manner, and in particular whether special attention was being paid to communicating with disadvantaged individuals and groups which were identified as being within the designated target audience, the ANAO had regard to a range of documents provided by the ATO in the course of the review, including:

- the ATO’s *Small business and general business tax break communications strategy*, which set out the marketing communications strategy to support the ATO’s administration of the small business and general business tax break announced as part of the Australian Government’s 2009 *Nation Building – Economic Stimulus Plan*;
- the ATO’s *Diverse audiences implementation plan*, which set out how the ATO proposed to achieving overarching campaign objectives among diverse audiences: people from a non-English speaking background, Indigenous Australians and people with a disability;

- the ATO's media plan for the small business and general business tax break, which detailed the proposed media buy for these campaign elements targeting these groups; and
- the relevant campaign materials.

Copies of these documents are attached. No specialist advertising materials were produced for Indigenous audiences. An English language radio commercial, using a script developed for the mainstream campaign and which was also used for the NESB radio commercials, was placed with specialist Indigenous radio stations. Similarly, the print component of the Indigenous campaign involved the placement of mainstream print advertisements in selected Indigenous publications.