

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
SOCIAL SERVICES PORTFOLIO
2013-14 Additional Estimates Hearings

Outcome Number: Cross Outcome - Across Programs

Question No: 40

Topic: Government Advertising

Hansard Page: Written

Senator Ludwig asked:

- 1) How much has been spent on government advertising (including job ads) since 7 September 2013?
 - a. List each item of expenditure and cost
 - b. List the approving officer for each item
 - c. Detail the outlets that were paid for the advertising.
- 2) What government advertising is planned for the rest of the financial year?
 - a. List the total expected cost
 - b. List each item of expenditure and cost
 - c. List the approving officer for each item. Detail the outlets that have been or will be paid for the advertising

Answer:

Department of Social Services

The Department has spent the following amounts on advertising between 1 September 2013 and 28 February 2014.

ADVERTISING	1 September 2013 to 28 February 2014
CAMPAIGN	<p>\$8,056,960</p> <p>Dad and Partner Pay: \$11,944 (Covers print, magazine radio, online & search engine advertising)</p> <p>Schoolkids Bonus: -\$36,925 (due to a refund from Universal McCann for a booking that did not air) (Covers TV, print, magazine, radio, online & search engine advertising)</p> <p>DisabilityCare/NDIS: \$8,081,941 (Covers TV, print, radio, online & search engine advertising)</p>

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
SOCIAL SERVICES PORTFOLIO
2013-14 Additional Estimates Hearings

NON-CAMPAIGN	\$351,878 Recruitment: \$99,573 Other non-campaign: \$252,305 (RFTs, EOIs, discussion papers, funding rounds, programs, international agreements, etc)
TOTAL	\$8,408,838

The Media Booking agencies used were Adcorp (for non-campaign advertising) and Universal McCann (for campaign advertising).

The approving officer for all advertising was at SES level within the Department.

To provide other details would require a significant diversion of resources.

Social Security Appeals Tribunal

1. \$25,917.

- a) Job advertisement for EL1 District Registrar: \$5,160
Job advertisement for Deputy Principal Member: \$20,757
- b) The Registrar.
- c) Adcorp Marketing Communications.

2. Advertising for part-time members (medical practitioners) in March 2014.

- a) \$11,185.82.
- b) Advertisement in Saturday's *The Australian*, *The West Australian*, *The Mercury* and *The Age*.
- c) The Registrar.
- d) Adcorp Marketing Communications.

Australian Institute of Family Studies

1) Government advertising since 7 September 2013 for the Australian Institute of Family Studies has been limited to recruitment costs through Adcorp for a total of \$4,373.83 GST exclusive.

The Human Resources Manager approved all recruitment advertising.

2) Nil.

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
SOCIAL SERVICES PORTFOLIO
2013-14 Additional Estimates Hearings

National Disability Insurance Agency

- 1) a. \$97,400 (excluding GST).
- b. To attempt to provide this level of detail would involve an unreasonable diversion of Agency resources. Government advertising is undertaken when a business need arises and is approved by the appropriate delegate.
- c. Outlets paid for advertising were:
- Fusebox Design Pty Ltd;
 - Canprint Communications Pty Ltd;
 - Inpress Printing;
 - PMP Print;
 - Blue Star Group Australia Pty Ltd;
 - Flagstaff Print and Mail;
 - National Mailing and Marketing; and
 - Adcorp Australia Ltd.

2) a.-d.

Recruitment advertising is anticipated to continue until the end of the financial year to facilitate recruitment of staff for the new trial sites in the Australian Capital Territory (ACT), the Northern Territory (NT) and Western Australia (WA), and to fill existing vacant positions in trial sites and the National Disability Insurance Agency National Office.

The NDIA will also purchase advertising to announce community and provider forums in the new ACT, NT and WA trial sites. At this time, the itemised costs of these events are not yet known.

Australian Aged Care Quality Agency

Nil.

Aged Care Pricing Commissioner

Nil.

Aged Care Commissioner

Nil.