

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

Supplementary Budget Estimates 2012-2013, 17 & 19 October 2012

Question: E12-96

OUTCOME 0: Whole of Portfolio

Topic: GOVERNMENT ADVERTISING

Type of Question: Written Question on Notice

Number of pages: 3

Senator: Senator Boyce

Question:

- a) What was the total cost of all advertising for 2011-12?
- b) Is the advertising campaign or non-campaign advertising? Provide details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services.
- c) Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.
- d) Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.
- e) Did the Advertising comply with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies? Provide the details for each advertising item.
- f) Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services that was undertaken in 2011-12.

Answer:

Information is provided for the period July 2011 to 30 June 2012 for the Department of Health and Ageing, including Therapeutic Goods Administration Trust, National Industrial Chemical Notification and Assessment Scheme and Office of Gene Technology Regulator.

- a) \$1,485,144

- b) As an agency subject to the *Financial Management and Accountability Act 1997* the Department is required to place campaign advertising through master media placement agency, Universal McCann. The campaign advertising expenditure for the 2011-12 financial year can be found in the Department of Finance and Deregulation's Campaign Advertising by Australian Government Departments and Agencies Full Year Report 2011-12, September 2012. All non-campaign advertising is placed through the master media agency, Adcorp Australia Limited and is as follow:

Non-campaign Advertising	Media Placement \$ (GST excl)
Recruitment	450,594
Tenders	403,699
Public Notices	630,851
Total	Total: \$1,485,144

- c) Department of Finance and Deregulation (DoFD) advice is sought to assist determining if campaigns fall within the scope of the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies, to ensure best practice campaign planning, when using the Communications Multi-Use List and when using whole-of-government contracts for media buying. The Department follows the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies as managed by DoFD.
- d) The Peer Review Group and the Independent Communications Committee provides advice on campaign activity as required in accordance with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies.

Campaigns	Advice from ICC and/or PRG
GP After Hours	ICC - 14 July 2011 ICC considered the Culturally and Linguistically Diverse (CALD) and Aboriginal and Torres Strait Islander components of the campaign and found they complied with the <i>Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies</i> .
GP After Hours	ICC - 15 March 2012 ICC considered the new media plan. The committee found the campaign complied with the <i>Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies</i> .
Attracting More People to Work in Indigenous Health	ICC - 8 July 2011 ICC provided advice on the final creative materials regarding the campaign's compliance with the <i>Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies</i> .

Private Health Insurance	<p>PRG - 3 April 2012 PRG provided advice regarding the Private Health Insurance campaign's strategic approach.</p> <p>ICC - 10 May 2012 The ICC reviewed the final mainstream creative materials and provided advice regarding the campaign's compliance with the <i>Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies</i>.</p> <p>ICC - 24 May 2012 The ICC reviewed the final Non-English Speaking Background creative materials and provided advice regarding the campaign's compliance with the <i>Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies</i>.</p>
National Tobacco Campaign – More Targeted Approach (MTA)	<p>ICC - 28 November 2011 ICC provided advice on the final creative for CALD material and the campaign's compliance with the <i>Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies</i>.</p> <p>PRG - 1 May 2012 PRG provided advice on the communication strategy for the MTA pregnancy component.</p> <p>ICC - 10 May 2012 ICC provided advice on the communication strategy for the MTA pregnancy component.</p>
Indigenous Tobacco	<p>ICC – 16 December 2011 ICC considered the Indigenous campaign evaluation report and proposed media plan.</p>
National Drugs Campaign	<p>ICC – 28 November 2011 ICC reviewed communication strategy, media plan, strategy and existing creative.</p>

- e) All campaigns under the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies* went through the compliance process and relevant details were published on the campaign websites.
- f) To collate and compile the requested information would involve a significant research effort that the department is not currently in a position to undertake.