

Senate Economics Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates

2015 - 2016

Department/Agency: ACCC
Question: AET 3597-3600
Topic: Government Advertising/Marketing
Reference: written - 19 February 2016
Senator: Ludwig, Joe

Question:

Since the change of Prime Minister on 14 September, 2015:

3597. How much has been spent by the department / agency on marketing?

- a) List the total cost
- b) List each item of expenditure and cost
- c) List the approving officer for each item.
- d) Detail the ministerial or ministerial staff involvement in the commissioning process.
- e) Which firm provided the marketing?

3598. How much has been spent by the department / agency on government advertising (including job ads)?

- a) List the total cost
- b) List each item of expenditure and cost
- c) Where the advertising appeared
- d) List the approving officer for each item.
- e) Detail the ministerial or ministerial staff involvement in the commissioning process.
- f) Detail the outlets that were paid for the advertising.

3599. 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) Where the advertising will appear
- d) List the approving officer for each item.
- e) Detail the ministerial or ministerial staff involvement in the commissioning process.
- f) Detail the outlets that have been or will be paid for the advertising.

3600. Provide copies of approvals for advertising, including but not limited to, approvals made by the Prime Minister or his delegate, the Minister or their delegate, or the Department or their delegate.

Answer:

3597. Not applicable

3598. Details provided below, noting that e) is Not Applicable

Campaign/project	Total	Outlet	Approving officer
B2B Unfair Contract Terms Stakeholder awareness campaign	\$22,040 Gross media spend: \$19,000 Service fees: \$3,040	Twitter Facebook	General Manager, Consumer and Small Business Strategies
Consumer Rights – Xmas campaign Consumer Awareness Campaign	\$20,001 Gross media spend: \$17,241.38 Service fees: \$2,758.63	Facebook	General Manager, Strategic Communications
Food & Grocery Code of Conduct Stakeholder awareness campaign	\$6,032 Gross media spend: \$5,200 Service fees: \$832	Twitter	General Manager, Consumer and Small Business Strategies
QLD SA Final Decisions Public notice	\$982.16 Gross media spend: \$849.15 Service fees: \$133.01	The Australian	General Manager, Strategic Communications
VIC Final Decisions Public notice	\$982.16 Gross media spend: \$849.15 Service fees: \$133.01	The Australian	General Manager, Strategic Communications
EL2/EL1 Senior Agricultural Markets Advisers Recruitment	\$1,571.16 Gross media spend: \$1,256.40 Service fees: \$312.76	Seek The Weekly Times	General Manager, People and Culture
AER draft decision Public notice	\$657.84 Gross media spend: \$566.10 Service fees: \$91.74	The Australian	General Manager, Strategic Communications
Ergon Energy ring fencing waiver applications Public notice	\$657.84 Gross media spend: \$566.10 Service fees: \$91.74	The Australian	General Manager, Strategic Communications
Ausnet Services Electricity Transmission Regulator Public notice	\$982.16 Gross media spend: \$849.15 Service fees: \$133.01	The Australian	General Manager, Strategic Communications
Water charges Public notice	\$4,187.41 Gross media spend: \$3,731.63 Service fees: \$455.78	The Australian The Land Queensland Country Life Stock and Land Stock Journal	General Manager, Strategic Communications

Assistant Director Recruitment	\$193.40 Gross media spend: \$148.50 Service fees: \$44.90	Seek	General Manager, People and Culture
General Manager, Strategic Communications Recruitment	\$1,160.40 Gross media spend: \$891.00 Service fees: \$269.40	Seek	General Manager, People and Culture
Energex Ring Fencing waiver application Public notice	\$647.84 Gross media spend: \$566.10 Service fees: \$91.74	The Australian	General Manager, Strategic Communications
Development Lead – Microsoft Solutions Recruitment	\$368.80 Gross media spend: \$297.00 Service fees: \$89.80	Seek	General Manager, People and Culture
Water charges Public notice	\$2,835.63 Gross media spend: \$2,503.71 Service fees: \$331.92	The Australian The Land Queensland Country Life Stock and Land Stock Journal	General Manager, Strategic Communications
Powerlink and TAS networks Public notice	\$1,304.95 Gross media spend: \$1,130.76 Service fees: \$174.19	The Australian	General Manager, Strategic Communications

3599. Details provided below, noting that e) is Not Applicable

Campaign/project	Total expected cost	Outlets	Approving officer
B2B Unfair Contract Terms Stakeholder awareness campaign	\$21,140 Gross media spend: \$18,800 Service fees: \$2,340	Facebook, Fairfax Digital Smartcompany.com.au Smartstartup.com.au Twitter	General Manager, Consumer and Small Business Strategies
Consumer Rights – mid-year campaign Consumer Awareness Campaign	\$20,000	Facebook	General Manager, Strategic Communications
Graduate program 2017 Recruitment	\$232.54 Gross media spend: \$186.36 Service fees: 46.18	Seek	General Manager, People and Culture
Public information officer Recruitment	\$197.24 Gross media spend: \$152.10 Service fees: \$45.14	Seek	General Manager, People and Culture

APS6 Recruitment	\$433.59 Gross media spend: \$342.05 Service fees: \$91.54	Seek LinkedIn	General Manager, People and Culture
Infinity cable Awareness campaign	\$10,000	Facebook	Executive General Manager, Consumer, Small Business and Product Safety Division
Director Recruitment	\$162.24 Gross media spend: \$152.10 Service fees: \$10.14	Seek	General Manager, People and Culture

3600. Not applicable