

Senate Economics Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Budget Estimates 2014

3 June to 5 June 2014

Department/ Agency: ACCC

Question: BET 1340-1341

Topic: Government Advertising

Reference: Written – 12 June 2014

Senator: Ludwig

Question:

1340. How much has been spent on government advertising (including job ads) since Additional Estimates in February, 2014?
- List each item of expenditure and cost
 - List the approving officer for each item
 - Detail the outlets that were paid for the advertising
1341. What government advertising is planned for the rest of the financial year?
- List the total expected cost
 - List each item of expenditure and cost
 - List the approving officer for each item
 - Detail the outlets that have been or will be paid for the advertising

Answer:

1340. \$6,668.00. See also answer to BET 1289-1290.

- c. See below table. All amounts listed are exclusive of GST.

Campaign/project	Total	Outlet	Total per outlet	Approver
Blind and curtain cord safety General consumer safety advice on blind and curtain cords	\$100	Facebook	Facebook: \$100	General Manager Product Safety, Strategy, Policy and International Engagement and General Manager Product Safety, Chemicals and Compliance
Quad bike safety campaign Consumer safety	\$5,946	Facebook and Google	Facebook: \$1,458 Google:	General Manager Product Safety, Strategy, Policy and International

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campaign safe use of quad bikes			\$4,488	Engagement and General Manager Product Safety, Chemicals and Compliance
Soccer goalpost safety General consumer safety advice on moveable soccer goalposts	\$500	Facebook and Google	Facebook: \$200 Google: \$300	General Manager Product Safety, Chemicals and Compliance
International Awareness Week on button battery safety Joint international safety campaign on button battery safety	\$100	Facebook	Facebook: \$100	General Manager Product Safety, Chemicals and Compliance
Tiwi Islands consumer protection Paid Boosting to posts to increase exposure	\$22	Facebook	Facebook \$22	Regional Director, Northern Territory office

1341. Nil.

a. – d. Not applicable.