

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Treasury Portfolio
Budget Estimates 2014
3 June to 5 June 2014

Department/ Agency: ACNC

Question: BET 3281-3282

Topic: Advertising

Reference: Written – 12 June 2014

Senator: Ludwig

Question:

3281. How much has the Department/Agency spent on Advertising since Additional Estimates in February, 2014? Including through the use of agencies.
3282. Please detail each advertising campaign including it's cost, where the advertising appeared, production costs, who approved, ministerial or ministerial staff involvement in commissioning.

Answer:

3281. Between 26 February 2014 and 12 June 2014 the ACNC incurred advertising expenditure of \$41,290.88 (GST inclusive). This was for targeted advertising to inform charities of their obligations under the new ACNC Act and to explain how they could meet these obligations via the ACNC's on line portal.

The ACNC regulates 61,000 registered charities that operate across the whole of Australia. Whilst some are large the vast majority are very small volunteer led organisations. Getting out consistent communication messages to these charities is challenging. The ACNC Act requires charities to report to the ACNC within certain time periods and ensure that they comply with basic governance standards. It is important that people running charities are aware of these as there can be liabilities and penalties if they do not comply. The ATO passed over a very out of date list; the details of charities were in a lot of cases years out of date. This limited advertising was necessary to reach the people running not-for-profits, the peak bodies and professional advisers.

The information that charities provide is published on the ACNC's Charity Register, Australia's first free, searchable database of all registered charities. The introduction and maintenance of the Charity Register is a statutory requirement and is designed to increase the accountability and transparency of the charitable sector and to maintain and enhance the public's trust and confidence in it.

3282. The purpose of this activity was to advise charities that they can now comply with legal requirements under the ACNC Act, including submitting their Annual Information Statement, uploading their governing documents, and updating their details, via the online ACNC Charity Portal, rather than by paper form or phone call.
- The total cost of this advertising during this period was \$35,404.46 (GST inclusive)
 - The advertising was placed by Universal McCann
 - The advertisements appeared as a Google search ad, on the Google display network, and as a digital display ad on sector media websites (ProBono Australia, Third Sector Australia, and Fundraising and Philanthropy Magazine)

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- Production costs were not incurred during this period
- The activity was approved by ACNC Commissioner
- Ministerial/ministerial staff had no involvement in commissioning the advertising