

Senate Economics Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Supplementary Budget Estimates

2014 - 2015

Department/Agency: ASIC

Question: SBT1670-1672

Topic: Advertising

Reference: written - 30 October 2014

Senator: Ludwig, Joe

Question:

Since Budget Estimates in June 2014:

1670. How much has the Department/Agency spent on Advertising? Including through the use of agencies.
1671. Please detail each advertising campaign including its cost, where the advertising appeared, production costs, who approved, ministerial or ministerial staff involvement in commissioning.
1672. Provide copies of approvals, including but not limited to, approvals made by the Prime Minister or his delegate, the Minister of their delegate or the department or their delegate.

Answer:

1670. Since Budget Estimates in June 2014 ASIC's Financial Literacy team spent a total of \$5,053 on advertising, in relation to ASIC's MoneySmart Teaching program.
1671. The items of expenditure comprised production costs of \$2,710 and advertising costs of \$2,343. The advertising appeared in the South Australian Association of School Parents Clubs 'Parents Say' publication, the Queensland Education Resources (QUEDREX) Expo guide and the Australian Primary Principals Association conference program. Approval was given by the Senior Manager, ASIC's MoneySmart Teaching program.
1672. The expenditure of \$5,053 was authorised by the relevant ASIC Senior Manager in accordance with Commonwealth procurement guidelines. A copy of the authorisation memorandum is available on request.