

Senate Economics Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Supplementary Budget Estimates

2014 - 2015

Department/Agency: ACNC

Question: SBT4003-4004

Topic: Government Advertising

Reference: Written - 30 October 2014

Senator: Ludwig, Joe

Question:

Since Budget Estimates in June, 2014:

4003. How much has been spent on government advertising (including job ads)?

- a) List each item of expenditure and cost
- b) List the approving officer for each item
- c) Detail the outlets that were paid for the advertising

4004. 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) List the approving officer for each item
- d) Detail the outlets that have been or will be paid for the advertising

Answer:

4003. Please refer to SBT 4136 – 4138 for the ACNC’s advertising expenditure.

4004. **Safe giving this Christmas**

The ACNC will promote the use of the ACNC Charity Register to members of the public engaging in charitable giving during the Christmas period in 2014.

The expenditure will be a combination of print, online and social media advertising.

The purpose of the project is two-fold:

- Maintain and enhance public trust and confidence in charitable giving by promoting the ACNC Charity Register as a reputable source of information about Australia’s registered charities.
 - Remind registered charities to meet their obligations under the ACNC Act.
- a) The expected cost of the advertising is \$10,000 or less.
 - b) The expenditure has yet to be finalised. The total cost is expected to be \$10,000 or less.
 - c) The approving officer will be the ACNC Commissioner.
 - d) The advertising will be booked via the Australian Government’s master media buyer, Mitchells Adcorp Alliance.