

Senate Economics Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Supplementary Budget Estimates

2016 - 2017

Division/Agency: Productivity Commission

Question No: 381

Topic: Report into Australia's Intellectual Property Arrangements

Reference: Written

Senator: Ketter, Chris

Question:

1) I refer to this infographic that accompanied the release of the Productivity Commission's draft report on Intellectual Property Arrangements. Did the Productivity Commission engage consultants or external third parties to create this infographic?

a. If so, how much did this cost?

b. Has this infographic been reproduced in any other forms other than electronically? Were hard copy flyers produced, for example?

c. Is it standard process to spend money on marketing materials for draft reports?

d. Is it standard practice to present one side of the policy debate in marketing materials?*

e. Was the Commission attempting to antagonise one part of the sector prior to public consultations on that draft report?

f. Was the Commission presenting a hostile position from the Commission to Australian creators? If not, what position was the Commission presenting?

Answer:

The infographics that accompanied the release of the Productivity Commission's draft report on Intellectual Property Arrangements were produced in-house by members of the Productivity Commission's Media, Publications and Web team. The infographics were predominately an online resource used on the Productivity Commission's website and twitter account. The Commission did not arrange for printed copies to be produced.

Materials including media releases and infographics are produced to raise awareness of Commission draft reports and their recommendations and findings, including as a basis for interested parties to engage in the consultation process. This is a specific function of the Productivity Commission – see Part 2, s.6 (f) of the *Productivity Commission Act 1998*. The material contained in the infographics accompanying the release of the draft report on Intellectual Property Arrangements was directly relevant to a number of draft recommendations and findings contained in that report. The Commission's use of infographics has been commented on favourably by a variety of participants and commentators; and pre-dates the Intellectual Property inquiry.

While the Commission considers the impacts of potential reforms on particular sectors, the Commission is obliged under its statutory guidelines to take a broad view, encompassing the interests of the economy and community as a whole, rather than just particular industries or groups.