

**Senate Standing Committee on Environment and Communications
Legislation Committee**

Supplementary Budget Estimates 2011-12, 17 October 2011

Answers to Questions on Notice

Climate Change and Energy Efficiency Portfolio

Outcome:	1	Question No:	85
Program:	1.3		
Division/Agency:	ASCD		
Topic:	Australian Conservation Foundation Presenters		
Hansard Page EC:	ECA27		

Senator BIRMINGHAM: The ACF partly funded an advertising campaign earlier this year, didn't it, that the government said it had no part in funding?

Ms Sidhu: That is correct. The government had no part in funding that.

Senator BIRMINGHAM: Conveniently, the ACF are now getting \$400,000 to subsidise their other activities. So the ACF are going to run a series of workshops around the country, are they?

Ms Sidhu: It is essentially a series of presenter activities. These are presenters who have been trained by Al Gore and who are able to explain in their own words to their own communities the science of climate change and the effects of climate change. It is a part of the government's public information and public education campaign, and that is, as you know, the purpose of the climate change foundation campaign.

CHAIR: I do not think Senator Boswell will be attending any of them.

Senator IAN MACDONALD: Can you give us the names of all those presenters, on notice?

Ms Sidhu: I will take that on notice, yes.

Answer:

The Climate Reality Project – Australia consists of people who have been trained to deliver activities as part of a community education program on climate change science, impacts and solutions. These people come from all walks of life.

Climate Reality Project Presenters volunteer to do this work and requests for presentations are managed through the Australian Conservation Foundation (ACF). Information about current presenters is publicly available on the ACF and Climate Reality website at: www.acfonline.org.au/default.asp?section_id=200.

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Outcome:	1	Question No:	86
Program:	1.3		
Division/Agency:	ASCD		
Topic:	Australian Conservation Foundation Presentations		
Hansard Page EC:	ECA28		

Senator BIRMINGHAM: Out of interest, have any of the presentations been undertaken yet?

Ms Sidhu: I will have to take that on notice. I understand the launch of the project occurred in about June this year.

Answer:

Activities have been undertaken by 'The Climate Reality Project – Australia' volunteer presenters.

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Outcome:	1	Question No:	87
Program:	1.3		
Division/Agency:	ASCD		
Topic:	AYCC Power Shift Summits		
Hansard Page EC:	ECA29		

Senator BIRMINGHAM: Was there any type of breakdown in the grant application of what the \$271,000 was to fund?

Ms Sidhu: I am sure there was. I just do not have that in front of me, I am afraid, Senator.

Senator IAN MACDONALD: On notice, can you let us have a copy of the application and a copy of the audit done afterwards?

Ms Sidhu: I will take that on notice. Can I just be clear: the evaluation will not take place for some time because obviously we will wait for the data and the invoices etcetera to come in before we do the evaluations. So I may not be able to get back to you in a timely way.

Answer:

The Australian Youth Climate Coalition's (AYCC) *Power Shift 2011* proposal was to run two Power Shift youth climate summits in September for at least 1,000 young people, with one in Brisbane and one in Perth.

The total cost of the proposal was \$271,000, and the Department of Climate Change and Energy Efficiency has published details of the AYCC *Power Shift 2011* grant on its website at: www.climatechange.gov.au/about/grants.

The Department has not yet received the audited financial report for this activity.

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Outcome:	1	Question No:	88
Program:	1.3		
Division/Agency:	ASCD		
Topic:	Sustainable House Day		
Hansard Page EC:	ECA31		

Senator BIRMINGHAM: Has the government funded Sustainable House Day previously?

Ms Sidhu: I would have to take that on notice; I do not know.

Answer:

Yes, the Government has funded Sustainable House Day previously. Previous government funding of Sustainable House Day includes funding by:

- the Department of the Environment, Water, Heritage and the Arts in 2008 and 2009;
- the Australian Greenhouse Office in 2007; and
- the Department of Environment and Heritage in 2005 and 2006.

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Outcome: 1 **Question No:** 89
Program: 1.3
Division/Agency: ASCD
Topic: Climate Change Foundation Campaign
Hansard Page EC: Written

Senator Birmingham asked:

Please detail all expenditure planned or undertaken as part of the Climate Change Foundation Campaign in 2010-11 and 2011-12, including recipients of grants, events sponsored and other activities undertaken.

Answer:

As of 17 October 2011, expenditure on the climate change communication and public engagement strategy included a community engagement program and the initial development costs of the Clean Energy Future national advertising campaign. Details of expenditure are provided below. All expenditure is reported as GST exclusive.

Clean Energy Future communication and campaign expenditure (GST exclusive)			
	2010/11	2011/12	Future Expenditure
Advertising Campaign	\$3,061,090.53	\$16,594,080.31	None Planned
Market Research	\$668,606.63	\$217,981.82	
Creative Development	\$2,331,786.43	\$147,690.81	
Pitch Fees	\$45,294.73	\$1,611.70	
Consultants	\$15,402.74	Nil	
Media Buy	Nil	\$16,208,614.16	
Legal Fees	Nil	\$18,181.82	
Direct Mail out	\$1,080,000	\$2,775,362.86	None Planned
Paper supply	\$1,080,000	Nil	
Production	Nil	\$1,293,835.71	
Distribution	Nil	\$1,481,527.15	

Discretionary Grants Program	\$284,970.91	\$359,455.00	\$1,220,000
Climate Change Grants Program	Nil	Nil	\$3,000,000
Clean Energy Future Website	\$836,651.40	\$187,696.60	\$540,000
Development	\$295,487.30	\$88,954.20	
Content	\$125,164.10	\$98,742.40	
Household Estimator	\$416,000.00	Nil	
Community Engagement Activities	\$184,198.57	\$672,699.20	\$2,222,300.00
National Schools Competition	\$35,000.86	Nil	
Australian Football League	\$80,000.00	Nil	
Contractors	\$5,670.77	Nil	
HRG	\$5,178.74	Nil	
Call Centre Services	Nil	\$572,134.20	
Media Analysis	\$26,975.00	\$100,535.00	
Climate Change Action Fund Public Notices	\$31,373.20	Nil	

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Climate Change and Energy Efficiency Portfolio

Outcome:	1	Question No:	90
Program:	1.3		
Division/Agency:	ASCD		
Topic:	Advertising		
Hansard Page EC:	Written		

Senator Fisher asked:

What advertising – Campaign and Non-Campaign – has the Department undertaken in 2011-12? Provide details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services.

Did the Department of Finance and Deregulation provide any advice about the advertising? Provide details of each advertising item.

Did the Advertising comply with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies (March 2010)? Provide the details for each advertising item.

Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.

What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answer:

Non-Campaign Advertising (AdCorp)

As of 17 October 2011, the Department had spent a total of \$100,288.72 excluding GST on non-campaign advertising in the 2011-2012 financial year. Expenditure included recruitment advertising and general notices.

The Department does not have a set budget for non-campaign advertising; however, an average of \$300,000.00 excluding GST was spent on non-campaign advertising per year in the 2009-10 and 2010-11 financial years.

Campaign Advertising (Universal McCann)

On 17 July 2011, the Government launched its Clean Energy Future national advertising campaign to inform Australians about the context and objectives of its climate policies and how these policies will affect them. Media space was purchased in accordance with the media plan provided by the Government's centrally contracted media buying agency, Universal McCann.

The Independent Communications Committee reviewed all aspects of the campaign and found that it complied with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies (March 2010)*. Details of the certification of compliance with the guidelines are listed below and are also published on the Department's website. The guidelines include the following:

- National advertising campaign and media plan – 14 July 2011.
- National household mail out “What a Carbon Price Means for You” – 19 July 2011.
- Non-English speaking background and Indigenous campaign activity – 29 July 2011.
- Updated Media Plan – 2 August 2011.
- Extended Media Plan – 25 August 2011.

As of 17 October 2011, expenditure on communication activities included grant payments, research, campaign advertising, sponsorships, the clean energy future website and call centre costs.

Details of expenditure are provided below. All expenditure is reported as GST exclusive.

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Australian Football League	\$80,000.00	Nil	
Contractors	\$5,670.77	Nil	
HRG	\$5,178.74	Nil	
Call Centre Services	Nil	\$572,134.20	
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Outcome:	1	Question No:	91
Program:	1.3		
Division/Agency:	ASCD		
Topic:	Communications		
Hansard Page EC:	Written		

Senator Fisher asked:

How many communications people are the Department? List their classification, position description, services they provide to Ministers and/or Parliamentary Secretaries and any guidelines they must adhere to.

Answer:

As at 17 October 2011, there were 24 specific communications and stakeholder liaison roles in the Department. This figure excludes administrative support staff, web advisors and web support staff. The position descriptions and classifications of these staff are listed in the table below.

Classification	Position Description
ADAPTATION, SCIENCE AND COMMUNICATIONS DIVISION	
Communications and Public Affairs Branch	
<i>Strategic Communications</i>	
SPAO2	Director
PAO3	Research Messaging Advisor
PAO3	Campaign Strategic Advisor
PAO3	Campaign Strategic Advisor
<i>Corporate Communications</i>	
EL2	Director
PAO3	Strategic Corporate Advisor
PAO3	Publishing Editorial Advisor
PAO3	Writer/Editor
PAO3	Stakeholder Manager
PAO2	Stakeholder/Grants Manager
<i>Media Relations and Issues Management</i>	
SPAO1	Director
PAO3	Media Manager
PAO2	Media Officer
PAO3	Media Advisor
PAO3	Public Consultations
PAO2	Media Proactive Support
APS5	Media Monitoring
<i>Specialist Communications</i>	
EL2	Director
EL1	Editorial Manager
EL1	Social Media Coordinator
PAO2	CEF Communications Advisor
<i>Climate Commission Secretariat</i>	
PAO3	Communications Advisor
REGULATORY DIVISION	
Program Integration Management Branch	
EL2	Director, Communications Team
EL1	Communications Advisor, Strategic Communications

Guidelines departmental staff must adhere to

All public servants are bound by the *Public Service Act 1999 (Cth)* and all other relevant Acts and Regulations including the Australian Public Service Code of Conduct.

Services provided to the Minister

Adaptation, Science and Communications Division (ASCD)

The ASCD provides internal and external communications services and support for the Minister, the Parliamentary Secretary and the Department.

Communications and Public Affairs Branch (CPAB)

The CPAB is responsible for the provision of web services for the Department and Ministers' offices. CPAB also manages and provides advice on media queries, issues and stakeholder engagement as well as on proactive external communications and public engagement.

Program Integration Management Branch (PIMB)

The Communications Team in the Regulatory Division provides communications advice and support to the Minister in relation to the establishment of the Clean Energy Regulator and the Carbon Price Mechanism.

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Climate Change and Energy Efficiency Portfolio

Outcome:	1	Question No:	92
Program:	1.3		
Division/Agency:	ASCD		
Topic:	Grant Applications		
Hansard Page EC:	ECA36		

Senator IAN MACDONALD: In your process of selecting the applicants, were you required to look into whether any of the applicants were either unions or union supported, or whether they had been part of the political process or had funded advertisements of a political nature?

Ms Sidhu: The standard process that the government uses in assessing the merits of a grant actually go to the merits of the application, the likely effectiveness of the use of taxpayers' money in that case, and the potential grant's alignment with the objectives of the program. Those were the criteria we used.

Senator IAN MACDONALD: Okay. Could we have copies of the applications that were made on notice?

Answer:

A total of 357 applications were received for the Climate Change Grant Program. Details of successful applicants will be published on the Department of Climate Change and Energy Efficiency's grants register once funding contracts have been signed.

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Climate Change and Energy Efficiency Portfolio

Outcome: 1 **Question No:** 93
Program: 1.3
Division/Agency: ASCD
Topic: Forum Attendance
Hansard Page EC: ECA70

Senator IAN MACDONALD: Yes, I do. Mr Comley raises an issue that I was not raising but I guess that is his prerogative. Getting back to the forums which Professor Steffen and the other gentleman are involved in, have there been any since the Geelong, Ipswich, Port Macquarie, Mackay, Canberra and Playford forums?

Prof. Steffen: There was Tamworth on 30 June, Wollongong on 26 July, Bunbury in Western Australia on 16 August, Perth on 17 August and Latrobe Valley on 21 September. There was a series of meetings around international issues—in other words, who is doing what internationally on climate change—in Melbourne and Sydney on 9, 12 and 13 September.

Senator IAN MACDONALD: I guess I can get on notice how many attended those forums but generally speaking what is the audience?

Answer:

The public forums conducted by the Climate Commission since the forum held in Playford, South Australia, and the numbers attending each event, are shown in the following table.

Date	Location	Attendees
30 June 2011	Tamworth, NSW	200
26 July 2011	Wollongong, NSW	240
16 August 2011	Bunbury, WA	240
17 August 2011	Perth, WA	125
12 September 2011	Sydney, NSW	197
21 September 2011	Churchill, Vic	116
9 November 2011	Alice Springs, NT	267

The public forums attract people from a cross-section of the community who have an interest in learning about and discussing climate change.

The Climate Commission held forums to discuss international action on climate change with business leaders in Melbourne on 9 September 2011 and in Sydney on 12 September 2011.

The Commission conducted a National Press Club address on this topic on 13 September 2011. Audience numbers at these three events were 61, 68 and 90 respectively.

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Outcome:	1	Question No:	208
Program:	1.3		
Division/Agency:	ASCD		
Topic:	Climate Commission – Costs		
Hansard Page EC:	Written		

Senator Birmingham asked:

Please detail all of the Climate Commission's costs since its establishment, including but not limited to the amount paid to each Commissioner, administration costs and travel costs.

Answer:

The Climate Commission's costs from its establishment in February 2011 to 30 September 2011 were as follows:

Amounts paid to Commissioners:

Chief Commissioner Tim Flannery:	\$ 67,214
Commissioner Roger Beale:	nil
Commissioner Susannah Elliott:	nil
Commissioner Gerry Hueston:	\$ 27,571
Commissioner Lesley Hughes:	\$ 11,550
Commissioner Will Steffen:	\$ 21,560
Science Advisory Panel members' fees:	\$ 13,636
Administration (includes community forums, publications and secretariat salaries):	\$1,011,900
Travel and accommodation:	\$ 174,460

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Climate Change and Energy Efficiency Portfolio

Outcome: 1 **Question No:** 209
Program: 1.3
Division/Agency: ASCD
Topic: Climate Commission – Forums
Hansard Page EC: Written

Senator Birmingham asked:

Please detail the number of forums and community meetings conducted by the Climate Commission, including dates, locations and numbers of people attending each forum/meeting.

Answer:

The dates, locations and approximate number of people who attended each of the Climate Commission's public forums are provided in the following table.

Date	Location	Attendees
25 March 2011	Geelong, Vic	480
7 April 2011	Ipswich, QLD	150
28 April 2011	Port Macquarie, NSW	120
20 May 2011	Mackay, QLD	80
24 May 2011	Parliament House, Canberra, ACT	250
8 June 2011	Playford, SA	220
30 June 2011	Tamworth, NSW	200
26 July 2011	Wollongong, NSW	240
16 August 2011	Bunbury, WA	240
17 August 2011	Perth, WA	125
12 September 2011	Sydney, NSW	197
21 September 2011	Churchill, Vic	116
9 November 2011	Alice Springs, NT	267

The dates, locations and approximate number of people who attended community meetings with Climate Commissioners are provided in the following table.

Date	Event	Location	Attendees
25 March 2011	Community leaders roundtable	Geelong, Vic	40
28 April 2011	Green innovators forum	Port Macquarie, NSW	10
28 April 2011	Community leaders roundtable	Port Macquarie, NSW	18
20 May 2011	Local government and business roundtable	Mackay, QLD	11
8 June 2011	Local government and business roundtable	Adelaide, SA	10
30 June 2011	Community leaders forum	Tamworth, NSW	22
1 July 2011	Business leaders forum	Tamworth, NSW	17
27 July 2011	Business leaders forum	Wollongong, NSW	17
16 August 2011	Business leaders forum	Perth, WA	80
16 August 2011	Local government roundtable	Bunbury, WA	12
17 August 2011	Business leaders forum	Bunbury, WA	18
9 September 2011	Business leaders forum	Melbourne, Vic	61
12 September 2011	Business leaders forum	Sydney, NSW	68
13 September 2011	National Press Club address	Canberra, ACT	90
22 September 2011	Business leaders forum	Traralgon, Vic	40
22 September 2011	Youth workshop	Morwell, Vic	25
9 November 2011	Community leaders roundtable	Alice Springs, NT	8
10 November 2011	Youth workshop	Alice Springs, NT	12

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Outcome:	1	Question No:	210
Program:	1.3		
Division/Agency:	ASCD		
Topic:	Climate Commission - Role		
Hansard Page EC:	Written		

Senator Birmingham asked:

Please outline the anticipated role of the Climate Commission under the Government's Clean Energy Plan. Will it continue to operate under its original terms of reference, or will other bodies assume its functions?

Answer:

The Climate Commission will continue to operate as an independent body under its terms of reference. The Government has not made any decisions on the Climate Commission's role once the Clean Energy Regulator and the Climate Change Authority are established.