

**Senate Environment, Communications, Information Technology & the Arts**

**Legislation Committee**

**ANSWERS TO QUESTIONS ON NOTICE**

**Environment and Heritage**

**Environment Australia**

Additional Estimates 2000-2001, (21/02/01)

**Outcome 1 - Environment**

**Question: 2**

**Division: Strategic Development Division**

**Topic: Expenditure on Promotional Items**

**Hansard Page no: ECITA page 16**

Senator Bolkus asked:

Could you come back to us with a detailed list of expenditure on promotional (and information) items such as advertising, media--radio/television breakdowns--and other promotional material such as booklets, leaflets, promotional goods, CDs and CD-ROMs? Could we have a breakdown and a total costing of all these items paid for by the department or by any authorities related to the department?

Answer:

The Department of the Environment and Heritage does not keep this information in a collated form. Each program area within the Department and each authority has control of its expenditure on promotional and information material in accordance with their program and authority responsibilities. Expenditure in these areas varies from year to year.

Providing information to the level of detail required in the question would require the commitment of considerable resources, to the extent it would be unreasonable to do so.

**Senate Environment, Communications, Information Technology & the Arts**

**Legislation Committee**

**ANSWERS TO QUESTIONS ON NOTICE**

**Department of Environment and Heritage**

**Environment Australia**

Additional Estimates 2000-2001, (21/02/01)

**Outcome 1 - Environment**

**Question: 25**

**Division: Strategic Development**

**Topic: Natural Heritage Trust Public Information Campaign**

**Hansard Page/Written Question on Notice: 56-57**

Senator Bolkus asked: Can a copy of the brief to the advertising agency be provided?

Answer: A copy of the brief sent to the prospective advertising agencies in June 1998 is attached.

In 1999 and 2000 the Ministerial Committee on Government Communications approved the continued appointment of the advertising agency, J Walter Thompson (Melbourne), as the creative agency for this campaign.

**Outcome 1,**

**Question: 26, 27**

**Division: Strategic Development**

**Topic: Natural Heritage Trust Public Information Campaign**

**Hansard Page/Written Question on Notice: Pages 57 and 58.**

Senator Bolkus asked:

- (1) Can you get us a cost per ad and also a cost per program--for the Australian Open, the cricket, Friends, and so on ?, and

In relation to participants in focus groups conducted as part of the market research for the advertisements, Senator Bolkus asked:

- (2) Do they get paid? How much?

**Answer:**

- (1) The Government Communications Unit of the Department of the Prime Minister and Cabinet has advised that Mitchell Media's advertising rates are commercial-in-confidence. Information on the cost per Natural Heritage Trust advertisement cannot therefore be made available.
- (2) Yes. Each focus group participant was paid \$45, which is consistent with standard industry rates.



Request for Creative Concepts  
for a Public Information  
Campaign on the Natural  
Heritage Trust:

For the Department of Primary  
Industries and Energy and  
Environment Australia

June 1998

## **Purpose**

The purpose of this brief is to seek the services of an advertising agency to prepare a creative concept for a public information campaign on the Natural Heritage Trust. This is a preliminary document and that a face to face briefing will be held with prospective agencies in the week commencing 29 June 1998.

## **Background**

The Natural Heritage Trust is the Commonwealth Government's \$1.25 billion plan for the environment, with the dual goals of sustainable agriculture and conservation of Australia's unique biological diversity. The Legislation passed through the Senate in May 1997 and communications activities in the first year centred around stakeholder groups involved in the process of delivering the on-ground projects which would contribute to achieving the environmental objectives of the Trust.

In preparation for moving into the second year of the Trust, the communications focus has shifted to the Australian community, particularly those who live in metropolitan areas who are unlikely to have wide exposure to agricultural and environmental issues of the sort addressed by the Trust.

The Natural Heritage Trust represents the central thrust of the Commonwealth's efforts to conserve and protect the environment and to promote the sustainable use of our natural resources.

Achievement of the Trust goals depends heavily on strong community involvement in identifying local environmental problems, developing a local solution and providing an onground workforce. .

The Ministerial Board of the Natural Heritage Trust believes the communications strategy proposed will have a major beneficial effect in encouraging the community to become a part of the national effort to repair our natural environment.

While inspiring the community to become involved, it will also alert them to the range of projects eligible for funding and what is required to prepare a quality application.

## **Objectives**

The objectives of this communication campaign are to:

- educate the Australian community (identified target audiences) about our environmental problems in relation to natural resource management and biodiversity conservation;
- alert them to what the Commonwealth is doing to address these environmental issues; and
- encourage them to become part of the national effort to repair and conserve our natural environment.

## **Research**

Market research underpinning the development of the Communications Strategy for the Natural Heritage Trust has been undertaken, including:

*Developing the Communications Strategy for the Natural Heritage Trust - Research Report - AMR: Quantum Harris - May 1997*

Prepared for the Department of Primary Industries and Energy - Group and telephone discussions with stakeholder groups across Australia and general public in Perth, Sydney and Ballarat (mid socio economic)

*Perceptions of the Natural Heritage Trust Among City Residents – Australasian Research Strategies Pty - February 1998*

A scoping study conducted with focus groups (two) in Parramatta

We are currently undertaking additional research to support the development of specific components of the communications strategy which will identify:

- target audiences;
- key messages; and
- the most effective means of communicating with the target audience.

The researcher will attend the briefing with prospective advertising agencies to outline the preliminary results of this research and to answer any questions about the methodology or results.

## **Messages**

Research to date has identified the following key messages, however it is anticipated the current research will confirm and/ or refine these messages.

- our environmental problems are real and great and we must act quickly and effectively to address them;
- many of the problems we face are complex and will not be solved overnight - they require a sustained effort on the part of the whole Australian community - the Natural Heritage Trust is a partnership of Australians - families, community groups, business and industry, and governments - because the environment is an issue for everyone;
- The Natural Heritage Trust is the biggest and most comprehensive national environmental action plan ever initiated in Australia.;
- the Natural Heritage Trust provides support for communities involved in solving onground environmental and natural resource management problems at the coalface - the Trust focuses on real, onground projects rather than research and studies - it is about action, not talk; and

- sustainable agriculture and biodiversity conservation must go hand in hand if our environment and economic growth are to be secured.

## **Your Proposal**

Following a briefing with you, your proposal should include:

- your rationale and creative approaches to meet the objectives - a number of creative concepts will be market tested to determine their likelihood of success with the target group;
- advice on the appropriate media and a media plan to best reach the target groups with the identified budget;
- how your approach will reach people from culturally and linguistically diverse backgrounds;
- your agreement to comply with our proposed timetable, or providing good reasons why a modified timetable should be agreed to;
- details of personnel who will be working on the campaign, their background and responsibilities;
- a detailed breakdown of costs; and
- details of similar projects you have worked on recently.

## **Criteria for Assessing Proposals**

The proposals received will be assessed according to the following criteria:

1. A creative approach that develops creative concepts consistent with the objectives of the brief, that test well in the qualitative research.
2. Demonstrated understanding of, and empathy with, this project.
3. Quality and clarity of the proposed strategy.
4. Ability to meet the timing and requirements of the project.
5. Value for money.
6. No conflict of interest.

## **Confidentiality and Copyright**

All prospective and successful tenderers will be bound by public service regulations with respect to confidentiality.

All information gathered in relation to the project is the property of the Commonwealth.

## **Terms and Conditions**

The successful agency will be asked to enter into a formal, standard form contract with the Commonwealth in regard to the consultancy services required for this project.

## **Budget**

The overall budget for this campaign will be discussed with the prospective tenderers at the face to face briefing.

It is proposed that agencies submitting creative concepts will be paid a 'pitching fee' of \$2,000.

## **Timing**

This campaign material will need to be created, tested and produced within a very short timeframe to allow effective introduction of the campaign in July or August to support the call for Natural Heritage Trust proposals in September. The precise timing details will be developed with agencies at the briefing.

Briefings will be held with agencies on 29 June in Sydney and 30 June in Melbourne.

## **Contact Details**

For additional information on this brief or campaign, please contact:

Jane Seaborn  
Public Relations Manager  
Natural Heritage Trust  
Tel: 0414 829282  
Fax: (02) 6282 9208

Dale Starr  
Director Public Relations and Marketing  
Biodiversity Group  
Environment Australia  
Tel: (02) 6250 0305  
  
Fax: (02) 62500242

**Senate Environment, Communications, Information Technology & the Arts**

**Legislation Committee**

**ANSWERS TO QUESTIONS ON NOTICE**

**Environment and Heritage**

**Environment Australia**

Additional Estimates 2000-2001, (21/02/01)

**Outcome 1 - Environment**

**Question: 29**

**Division: Strategic Development Division**

**Topic: NHT Advertising Campaign**

**Written question on notice: ECITA P56 & Tabled**

“Can a copy of the report be made available of the market research conducted by Worthland Worldwide as part of the NHT advertising campaign?”

**Senator Hill** – The answer to the honourable senator’s question is as follows:

Wirthlin Worldwide Australasia Pty Ltd conducted qualitative and quantitative market research during the third phase of the Natural Heritage Trust Public Information Campaign, as well as on previous occasions in relation to this Campaign.

I consider the outcome of this research to constitute advice to me in the development of my position on the Campaign. I am not therefore prepared to make reports from the market researcher available.