

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates

23 – 24 February 2011

Question No: AET 52

Topic: ACCC – Advertising and Marketing

Hansard Page: Written

Senator Bushby asked:

How much has the Department and portfolio agencies spent on advertising and marketing since October Estimates? Year to date?

Could the Department provide a complete list of current contracts? Please indicate the rationale for each service provided and its intended use.

What communications programs has the Department and portfolio agencies undertaken since October estimates and what communications programs are planned to be undertaken? For each program, what is the total spend?

Answer:

The ACCC has spent \$143,618 (ex GST) and \$73,433 (ex GST) on advertising and marketing since October Estimates and year to date, respectively.

As per the whole of Government contract for recruitment and general advertising, the ACCC has a contract with ADCORP to provide advertising and marketing services. No other contracts are in place for advertising and marketing services

Since October Estimates, the ACCC Campaign has spent \$5,650 (ex GST), year to date, on the National blind and curtain cord promotional campaign. Any new campaigns will be subject to 2011–12 Budget deliberations.