

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates

23 – 24 February 2011

Question No: AET 67

Topic: 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:

Advertising and marketing programs

Description	Supplier	Period	Value
Design and purchase of merchandising products for the new consumer website	Impress Design	30 Aug 10 to 30 June 11	\$23,936.00
Advertising topics on consumer websites (FIDO, Understanding Money, MoneySmart) via Google Adwords	Adcorp	1 Sept 10 to 22 Mar 11	\$23,298.62
Graduate Marketing Strategy	Unimail	2 Nov 10 to 30 June 11	\$21,680.00

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The MoneySmart website located at www.moneysmart.gov.au was launched on 15 March and is designed to help improve financial literacy and assist the community in managing a range of matters such as buying a home, saving for retirement and other important life matters.

Moneysmart replaces the previous site which was located at www.fido.gov.au which helped introduce Australian's to financial literacy matters over many years. Some merchandising material was produced to promote the new brand.

As most people find material on the internet via Google search, we advertise via Google Adwords to get sponsored search results for selected terms. These point to content on our consumer websites (previously (FIDO & Understanding Money, now MoneySmart).

Communications programs

Communications are at the heart of ASIC's work. We communicate with government, other regulators, industry stakeholders, the media and the general public as an integral part of our work.

ASIC does not have discrete communications programs as a separate part of our activities. We are happy to provide information on more specific aspects of our work on request.