

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates

23 – 24 February 2011

Question: AET 86

Topic: Advertising and Marketing

Senator Bushby asked:

How much has the Department and portfolio agencies spent on advertising and marketing this financial year?

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 Treasury has administered two communication campaigns in the identified period. The Education Tax Refund advertising campaign and the banking reform community awareness and education campaign.

The total budget for the Education Tax Refund campaign is \$8.6 million. Please refer to the Mid Year Economic and Fiscal Outlook 2010-11 for more information.

The total expenditure on the campaign, as at 15 March 2011 is \$4.97 million GST inclusive

Treasury currently have the following contracts for the Education Tax Refund Campaign:

Services and objectives	Contract
Creative agency services to develop creative materials such as television, radio, print and digital commercials and products	Vinten Browning
Research services including concept testing, benchmark, tracking and evaluation	GFK Blue Moon
Cultural and linguistically diverse consultant to provided advice and translation services for Non-English and Indigenous speaking	Cultural Partners

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audiences.	
Legal services	DHA Phillips Fox
Government media buying agency	Universal McCann

The government has provided \$15 million over the forward estimates for the bank reform community awareness and education campaign. Please refer to the Treasury Portfolio Additional Estimates Statements 2010-11 for more details.

The total expenditure on this campaign, as at 15 March 2011 is \$113,000 GST inclusive.

Treasury currently has a contract with Hall and Partners | Open Mind to conduct developmental and concept testing research.