

**Senate Standing Committee on Economics**  
**ANSWERS TO QUESTIONS ON NOTICE**  
Industry, Innovation, Science, Research and Tertiary Education Portfolio  
Additional Estimates Hearing 2011-12  
15 February 2012

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**AGENCY/DEPARTMENT:** DEPARTMENT OF INDUSTRY, INNOVATION, SCIENCE, RESEARCH AND TERTIARY EDUCATION

**TOPIC:** Government Advertising

**REFERENCE:** Written Question – Senator Bushby

**QUESTION No.:** AI-225

1. What was the total cost of all advertising for 2007-08, 2008-09, 2009-10 and 2010-11? For each of those years, list whether the advertising is campaign or non-campaign and details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services.
2. Did the Department of Finance and Deregulation provide any advice about the advertising? Provide details of each advertising item.
3. Did the Advertising comply with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies? Provide the details for each advertising item.
4. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
5. What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

**ANSWERS:**

**Questions 1, 2 and 3**

The total expenditure on ‘advertising and marketing’ by the department for 2007-08 was \$3,873,346.09 (GST Inclusive). This information can be found in the Department of Innovation, Industry Science and Research (DIISR) Annual Report 2007-08.

The total expenditure on ‘advertising and marketing’ by the department for 2008-09 was \$3,432,186.93 (GST Inclusive). This information can be found in the DIISR Annual Report 2008-09.

The total expenditure on ‘advertising and marketing’ by the department for 2009-10 was \$4,122,087.10 (GST Inclusive). This information can be found in the DIISR Annual Report 2009-10.

The total expenditure on ‘advertising and marketing’ by the department for 2010-11 was \$2,321,842.10 (GST Inclusive). This information can be found in the DIISR Annual Report 2010-11.

The Department of Industry, Innovation, Science, Research and Tertiary Education (DIISRTE) adheres to the *FMA Act 1997*, the *Commonwealth Procurement Guidelines*, the *Guidelines on Campaign Advertising by Australian Government Departments and Agencies (June 2008)*, and the *Guidelines on Recruitment Advertising (July 2009)*.

DIISRTE does undertake a combination of campaign and non-campaign advertising and seeks advice directly from the Department of Finance and Deregulation on an as needed basis as well as from the master media agencies.

#### Questions 4 and 5

DIISRTE is undertaking or planning to undertake the following advertising and activities up until 30 June 2012.

#### Future Programs (Budgeted) 1 July 2011 to 30 June 2012

Name of Program	Activity	Total Budgeted Spend
Industry and Small Business Policy (ISBP)	Editing, proofreading	\$12,000.00
	Market testing	\$44,000.00
	Printing	\$187,280.00
Enterprise Connect	Print advertising (Newspapers/Magazines)	\$54,258.77
	Other forms of paid advertising (Sensis)	\$13,552.40
business.gov.au	Grow your business campaign	\$11,550.00
	General advertising for business.gov.au	\$76,060.00
Research and Development Tax Incentive	Marketing activities (including advertising information sessions, email promotion, publications and pre-registration advertising).	\$210,000.00
Textile, Clothing & Footwear Strategic Capability Program	Advertising of program round openings and information sessions	\$50,000.00
Green Building Fund	Project outcomes (Case studies)	\$67,000.00
Small Business Support Line	Marketing activities	\$18,000.00
AusIndustry generic/Departmental	Advertising of program round openings and information sessions, AusFocus online bulletin and vodcasts	\$115,579.00
	White Pages listings	\$100,000.00

<b>Name of Program</b>	<b>Activity</b>	<b>Total Budgeted Spend</b>
Clean Technology Food and Foundries Investment Program	Marketing activities aligning with the Clean Technology Communications Strategy	\$400,000.00
Clean Technology Investment Program	Marketing activities aligning with Clean Technology Communications Strategy	\$475,000.00
Clean Technology Programs Campaign Advertising	Campaign advertising, concept testing and creative agency	\$525,000.00
LPG Vehicle Scheme	Mailout to installers and dealers	\$50,000.00
Cooperative Research Centres (CRC) Program	CRC Program Directory 2011-12 (print only)	\$1,400.00
	Print advertising (flyers, brochures, banners etc)	\$15,100.00
	Annual newsletter (print only)	\$2,000.00
	Advertising CRC selection round	\$8,000.00
Commercialisation Australia	Banners	\$6,000
	Printed materials (brochures and booklets)	\$15,000
	Promotional materials	\$5,000
National Enabling Technology Strategy	Various activities, estimated value	\$200,000
Questacon	Advertising	\$45,722.29
	Printing	\$12,124.00
	Promotions	\$117,060.35
<b>TOTAL</b>		<b>\$2,836,686.81</b>

#### **AGENCY ANSWERS:**

#### **Australian Nuclear Science and Technology Organisation (ANSTO)**

1. The total cost of advertising for ANSTO is listed below.
  - 2007-08 - \$95,131
  - 2008-09 - \$46,455
  - 2009-10 - \$15,029
  - 2010-11 - \$53,705
2. No
3. Yes
4. Not applicable.

5. ANSTO periodically advertises the various benefits of nuclear science. This includes the benefits of nuclear medicine and the benefits of ANSTO to our local communities.

### **Australian Institute of Marine Science (AIMS)**

1. AIMS is a research agency operating under the CAC Act. It does not have any campaign advertising, nor does it advertise programs. Any advertising undertaken by AIMS is non-campaign advertising generally relating to advertising specific job vacancies or tenders. Notification of science seminars is put onto the AIMS website.

Costs of advertising which are all non-campaign costs for the following years are:

- 2007-08 - \$105 (job advertising).
  - 2008-09 - \$204 (job advertising ).
  - 2009-10 - \$3,948 (job advertising ).
  - 2010-11 - \$153,082 (job advertising).
  - 2011-12 - \$3,827 (job advertising).
2. Not applicable, see answer 1.
  3. Nil.
  4. Nil.
  5. Nil.

### **CSIRO**

CSIRO does not undertake advertising campaigns. CSIRO routinely promotes both its own science and opportunities for the Australian public and other stakeholders to become involved in CSIRO activities and programs. This involves an estimated 25,000 publications, reports, newsletters, factsheets, workshops, conferences, lectures, field and open days, school visits and other events each year. These education, outreach and knowledge transfer activities are embedded in virtually all of CSIRO's research programs consistent with CSIRO responsibilities under its Act to encourage and facilitate the utilisation of scientific research and itemising and separately costing each of these items is not possible from the configuration of CSIRO's finance systems.

## Australian Research Council (ARC)

Questions 1, 2 and 3

<b>FY</b>	<b>Total Cost</b>	<b>Type</b>	<b>Program</b>	<b>Reason</b>	<b>Service Provider</b>	<b>Department of Finance and Deregulation advice requested /received</b>	<b>Complied with Guidelines on Information and Advertising Campaigns</b>
07-08	\$21,000	Non-campaign	Future Fellowships scheme	Advertising call for proposals	HMA Blaze Pty Ltd	No	Yes
08-09	\$12,000	Non-campaign	Future Fellowships scheme	Advertising call for proposals	HMA Blaze Pty Ltd	No	Yes
09-10	\$26,000	Non-campaign	Future Fellowships scheme	Advertising call for proposals	Adcorp Australia Limited	No	Yes
10-11	\$18,000	Non-campaign	Future Fellowships scheme	Advertising call for proposals	Adcorp Australia Limited	No	Yes

4. N/A.

5. Funding for the Future Fellowship advertising will cease at the end of 2011-12.

## Australian Institute of Aboriginal and Torres Strait Islander Studies (AIATSIS)

AIATSIS does not undertake campaign or non-campaign advertising.

Please note – as this information is as at 29 February 2012 this does not include Outcome 3 and associated Agencies which is transferring from the Department of Education, Employment and Workplace Relations due to the recent Machinery of Government.