

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates 2012

15 – 17 February 2012

Question: AET 1002 - 1007

Topic: Government Advertising (ACCC)

Hansard Page: Written

Senator BUSHBY asked:

1002. What was the total cost of all advertising for 2007-08, 2008-09, 2009-10 and 2010-11?
1003. 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.
1004. Did the Department of Finance and Deregulation provide any advice about the advertising? Provide details of each advertising item.
1005. 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.
1006. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
1007. What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answer:

1002.

Financial year	2007-08	2008-09	2009-10	2010-11
Total cost \$	533 264	280 211	235 170	186 642

1003.

Financial year	\$	Advertising
2007-08	533 264	General notices and recruitment advertising
2008-09	280 211	General notices and recruitment advertising
2009-10	235 170	General notices and recruitment advertising
2010-11	180 992	General notices and recruitment advertising
2010-11	5 650	National blind and curtain cord campaign

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1004. No.

1005. Yes.

Financial year (up to 31 January 2012)	Advertising
2007-08	General notices and recruitment advertising
2008-09	General notices and recruitment advertising
2009-10	General notices and recruitment advertising
2010-11	General notices and recruitment advertising
2010-11	National blind and curtain cord campaign

1006. None for the period specified.

1007. On 5 February 2012 the ACCC commenced a national campaign to increase consumers' awareness of their rights and obligations under the consumer guarantees provisions of the Australian Consumer Law. Approximately \$1.135 million has been allocated for the campaign and related awareness raising activities.

The campaign's communications strategy and campaign material were reviewed by both the Department of Finance and Deregulation (DoFD) Independent Communications Committee (ICC) and also the Peer Review Group (PRG). The ICC certified in January 2012 that the campaign is compliant with DoFD Guidelines for Government advertising campaigns.