

Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Industry, Innovation, Science, Research and Tertiary Education Portfolio
Additional Estimates Hearing 2012-13
13 February 2013

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

TOPIC: Government Advertising

REFERENCE: Written Question – Senator Bushby

QUESTION No.: AI-116

1. What is the total cost of all advertising for the financial year to date?
2. Is the advertising *campaign* or *non-campaign* advertising? Provide details of each advertising, including the program that the advertising was for, the total spend and the business that provided the advertising services.
3. Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.
4. Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.
5. 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.
6. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
7. What advertising – campaign and non-campaign – and other communications programs is the Department/Agency undertaking, or planning to undertake?

ANSWER

DEPARTMENT OF INDUSTRY, INNOVATION, SCIENCE, RESEARCH AND TERTIARY EDUCATION

1. The total cost of all advertising by the Department of Industry, Innovation, Science, Research and Tertiary Education (DIISRTE) for 2012-13 financial year as at 31 January 2013 is \$469,223 (GST inclusive). Payments for the Department of \$11,900 or less (GST inclusive) are not reported.
2. The breakdown of the campaign and non-campaign details listed below is for the 2012-13 financial year as at 31 January 2013. In line with the Annual Reporting requirements costs associated with campaign and non-campaign advertising of \$11,900 or less (GST inclusive) are not reported and not included in the total amount.

Name of Program	Activity	Campaign/Non Campaign	Provider	Amount \$ (GST exclusive)
Master Plumbers' Association of Queensland	2012 Australasian Plumbing Conference	Non-campaign	Master Plumbers' Association of Queensland	15,000
SES, Graduate and General recruitment advertising	SES, Graduate and General recruitment advertising	Non-campaign	Adcorp Australia	83,685
Clean Technology Program	Program advertising	Campaign	Universal McCann, Republic of everyone AMR	77,552
Clean Technology Innovation Program	Advertising for national and regional information sessions	Non-campaign	Adcorp Australia	15,582
MY-UNI	Website advertising	Non-campaign	Universal McCann	43,299
National Measurement Institute (NMI)	Advertisement of NMI Services in Yellow Page Directories (Australia wide)	Non-Campaign	Sensis Pty Ltd	13,539
Inspiring Australia, Prime Minister's Prizes for Science	Science media and communication services to promote the awards of the 2012 PMPS Prizes	Campaign	Science in Public	25,692
Square Kilometre Array	Industry Workshops printed adverts	Non - campaign	Numerous newspapers and Geraldton town hall	21,058
My Skills Website	Avant Card campaign	Campaign	Universal McCann	23,081

3. The department seeks advice directly from the Department of Finance and Deregulation (DoFD) on a needs basis. DoFD provided advice on the Clean Technology advertising campaign.
4. The Peer Review Group and Independent Communications Committee considered the Clean Technology Programs communication and marketing strategy, concept testing research report, final creative materials, the media plan and strategy and a Statement of Compliance against the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies (the Guidelines).
5. Yes.
6. Details of other communications programs and total spend are as follows.

Name of Program	Activity	Provider	Amount \$ (GST exclusive)
R&D Tax Incentive	Vodcast	Silver Sun	8,310
Clean Technology Innovation Program	Information sessions, webinar	Information sessions: Approximately 17 service providers were utilised for the metropolitan and regional info sessions Webinar: Viocorp	66,927
Commercialisation Australia	Case Manager Tender	Adcorp Australia	12,906

7. As at 31 January 2013, the department is undertaking or planning to undertake the following advertising and activities.

Name of Program	Activity	Campaign/Non Campaign	Amount \$ (GST exclusive)
R&D Tax Incentive	Advertising, vodcasts	Non-campaign	50,000
Clean Technology Innovation Program	Program advertising	Campaign	222,824
Clean Technology Investment Program and Clean Technology Food and Foundries Investment Program	Program advertising	Campaign	195,000
My Skills Website	Google adwords	Campaign	37,136

AUSTRALIAN INSTITUTE OF ABORIGINAL AND TORRES STRAIT ISLANDER STUDIES (AIATSIS)

AIATSIS does not undertake campaign or non-campaign advertising.

AUSTRALIAN INSTITUTE OF MARINE SCIENCE (AIMS)

AIMS does not undertake campaign or non-campaign advertising. It does advertise specific job vacancies as part of its recruitment process. The cost for the 2012-13 as at 31 January 2013 is:

Name of Program	Activity	Campaign/Non Campaign	Provider	Amount \$ (GST exclusive)
N/A	Recruitment	Non campaign	Adcorp Australia	\$6,171

3 to 7. Not applicable.

AUSTRALIAN NUCLEAR SCIENCE AND TECHNOLOGY ORGANISATION (ANSTO)

1. The cost of advertising for the 2012-13 financial year to date as at 31 January 2013 for ANSTO is \$22,835 (GST exclusive).
2. The breakdown of the non-campaign details listed below is for the 2012-13 financial year as at 31 January 2013.

Name of Program	Activity	Campaign/Non Campaign	Provider	Amount \$ (GST exclusive)
Community outreach	School holiday and workshop advertising	Non-campaign	Adcorp Australia	18,140
Australian Science 2012 magazine	Three stories about ANSTO science	Non-campaign	Science in Public	2,700
Business advertising	Business and Government Index	Non-campaign	BizGov	1,995

3 to 5. Not applicable.

6. ANSTO has a comprehensive communications program designed to engage and educate stakeholders, including the general public, on how nuclear science and technology delivers benefits to all Australians.

7.

Name of Program	Activity	Campaign /No Campaign	Amount \$ (GST exclusive)
General awareness advertising	Local community, metro and science	Campaign	50,596

	publication		
Special COSMOS publication	COSMOS booklet and eBook	Campaign	135,250
Science careers publications and sponsorship	COSMOS Ultimate Science Guide First 10	Non-campaign	39,806
Community outreach	School holiday and workshop advertising	Non-campaign	3,000
Community outreach	Up and atom tours in community newspapers	Non-campaign	3,000
Online advertising	Launch new website	Non-campaign	40,000
Event advertising	Fact or Fiction events	Campaign	10,000

AUSTRALIAN RESEARCH COUNCIL (ARC)

1. The cost of advertising for the 2012-13 financial year to date as at 31 January 2013 for ARC is \$1,788 (GST exclusive).
2. The breakdown of the non-campaign details listed below is for the 2012-13 financial year as at 31 January 2013.

Name of Program	Activity	Campaign/Non Campaign	Provider	Amount \$ (GST exclusive)
Program Operations	Recruitment	Non-Campaign	Adcorp Australia	1,788

3 to 7. Not applicable.

AUSTRALIAN SKILLS QUALITY AUTHORITY (ASQA)

ASQA has not undertaken campaign or non-campaign advertising during the financial year as at 31 January 2013.

2 to 7. Not applicable.

COMMONWEALTH SCIENTIFIC AND INDUSTRIAL RESEARCH ORGANISATION (CSIRO)

CSIRO has not undertaken any advertising campaigns in the period. 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.

IP AUSTRALIA

1. The cost of advertising for the 2012-13 financial year to date as at 31 January 2013 for IP Australia is \$2,297 (GST exclusive).

2.

Name of Program	Activity	Campaign/Non Campaign	Provider	Amount \$ (GST exclusive)
IP Australia	Facebook Mechanical Engineer	Non-campaign	Adcorp Australia	1,797
IP Australia	Patent Recruitment	Non-campaign	Adcorp Australia	500

3. IP Australia undertakes a combination of campaign and non-campaign advertising as indicated above where appropriate and seeks advice on a needs basis from the Department of Finance and Deregulation as needed as well as from the master media agencies.

4. No.

5. Yes.

6 to 7. Not applicable.

TERTIARY EDUCATION QUALITY AND STANDARDS AGENCY (TEQSA)

TEQSA has not undertaken campaign or non-campaign advertising for the 2012-13 financial year as at 31 January 2013.

2 to 7. Not applicable.