

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: Clean Technology Programs – advertising campaigns

REFERENCE: Question on Notice (Hansard, 13 February 2013, page 51)

QUESTION No.: AI-24

Senator BUSHBY: That better explains it. On its face, ‘fundamentals of writing’ does seem to raise some questions. How much has been spent in total on the department’s information and advertising campaigns for each of the Clean Technology Investment Program, the Clean Technology Food and Foundries Program and the Clean Technology Innovation Program?

Ms Butler: The administrative marketing budget over the five years for the Clean Technology Program—which, in my definition, is the investment program, the food and foundries program and the innovation program—is \$4.6 million over the five years.

Senator BUSHBY: That is the budget; do you know how much has been spent?

Ms Butler: I will see if I can find that information. The expenditure in 2011-12 was \$492,387 and the budget for this year is \$510,000, of which currently the expenditure is \$77,000. So, for each financial year, we work up a communications program that covers that financial year.

Senator BUSHBY: The spend so far this year seems fairly low, which would suggest a large back-end spend—if you are likely to spend the amount you have budgeted.

Ms Butler: I suspect, Senator. My figures are as at December. I also suspect that there are some outstanding accounts in that factor.

Senator BUSHBY: Is it still anticipated that you will spend the large proportion of the budget for this financial year?

Ms Butler: At this stage, yes. Sorry, Russell, did you have something to add?

Dr Edwards: I was just going to add: we have a number of case studies being professionally prepared as well. That work is ongoing; there are about 40 of them being prepared. The expense for that is not in yet; we are about halfway through that.

Senator BUSHBY: You do not have any breakdown between the spending on those three programs?

Ms Butler: I will have a quick look, but I also wanted to point out that we actually have some advertising happening right now for the Clean Technology Innovation Program, which is campaign advertising. So that program is currently being rolled out and that will consume a significant proportion of that spend.

Senator BUSHBY: Okay. And you will take on notice the breakdown?

Ms Butler: Yes.

ANSWER

The Clean Technology Programs advertising campaign is undertaken to raise awareness in eligible businesses that may not already be engaged with AusIndustry, of the incentives available under the programs, and the benefits that can be achieved for the business and the environment by reducing emissions and investing in clean energy.

2012-13 Financial Year

Clean Technology Innovation Program	Budget 2012-13	Expenditure 2012-13 (to 31 January 2013)
Campaign	\$280,000	\$42,451
Non campaign	\$120,000	\$103,352
Sub total	\$400,000	\$145,803

Clean Technology Investment Program	Budget 2012-13	Expenditure 2012-13 (to 31 January 2013)
Campaign advertising	\$180,000	\$35,101
Non campaign	\$320,000	\$20,483
Sub total	\$500,000	\$55,584

Clean Technology Food and Foundries Investment Program	Budget 2012-13	Expenditure 2012-13 (to 31 January 2013)
Campaign	\$50,000	\$0
Non campaign	\$150,000	\$11,810
Sub total	\$200,000	\$11,810

Total across all three programs	Budget 2012-13	Expenditure 2012-13 (to 31 January 2013)
Campaign	\$510,000	\$77,552
Non campaign	\$590,000	\$135,645
Sub total	\$1,100,000	\$213,197

Amounts are GST exclusive.