

**Senate Standing Committee on Economics**

**ANSWERS TO QUESTIONS ON NOTICE**

**Treasury Portfolio**

Additional Estimates

26 February 2014

**Question:** AET 1687

**Topic:** 'Your Money Your Future' Advertising Campaign (ATO)

**Written:** 7 March 2014

**Senator BUSHBY asked:**

1687)

- a) What was necessitous about the major advertising campaigns the ATO ran in 2012-13 and in the lead-up to the election?
- b) For each of those campaigns, why were they suited to television or other broadcast forms of media rather than suited to narrowcast messaging – for instance through correspondence or other targeted channels?
- c) What was the expense of each of those campaigns? Did these campaigns provide any measurable return on investment?
- d) What was the involvement of other agencies in relation to clearance of this campaign?
- e) What was the involvement of the ATO in design of the campaign and what external resources were involved in design of the campaign?

**Answer:**

1687)

- a) The ATO ran one major advertising campaign in 2012-13. The 'Super. Your money, your future' campaign was implemented to support a range of superannuation (super) reforms announced by the Australian Government in 2010 and ran in two phases, from 25 March to 30 June 2013, and from 1 July to 5 August 2013.

A program of developmental market research was conducted in October 2011 to examine the need for communication activities to support the introduction of the super reforms. The developmental research identified significant issues of disengagement with super. This indicated a clear need for communications activities via mass media advertising to create awareness about the changes and inform people about how they would be impacted or could benefit.

- b) The developmental research strongly indicated mass media advertising as an appropriate channel to quickly raise broad awareness of the reforms with the general community and business.

Developmental research also indicated that mass media would be required to reach such a large audience effectively, particularly those who were disengaged and unlikely to seek information themselves.

Universal McCann, the Australian Government's master media buying agency, recommended media channels based on their ability to deliver effective reach against target audiences.

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Non-advertising tactics (below the line communications) underpinned the campaign and provided the level of detail and technicality which is ill-suited to advertising, but necessary for employers, intermediaries and those in the community seeking further information.

- c) The total allocation for the 'Super. Your money, your future' campaign from 2011-12 to 2015-16 was \$18.578 million, of which \$16.56 million was spent. The remaining funding was removed from ATO appropriations as part of the Mid-Year Economic and Fiscal Outlook budget update in November 2013.

Universal McCann, the Australian Government's master media buying agency, detailed the return on media buy investment, through a 'media post analysis report'. Overall, Universal McCann indicated the campaign delivered exceptional results in regards to campaign media objectives.

d)

#### ***Super Reform Communication Cross Agency Working Group***

The ATO established the Super Reform Communication Cross Agency Working Group in July 2011 to:

- ensure all agencies shared information and coordinated activity
- ensure all super reform communication activity came under one banner with clear, consistent, timely and targeted messages, and
- maximise appropriate opportunities and benefits.

The cross-agency working group comprised:

- The Australian Prudential Regulation Authority
- Australian Securities and Investments Commission
- The Treasury, and
- The Department of Human Services.

#### ***Independent Communications Committee and Peer Review Group***

The 'Super. Your money, your future' campaign was formally reviewed against the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies* (the Guidelines) by the Independent Communications Committee on 7, 19 and 21 March, 4 April, 3 May, and 13 June 2013.

The 'Super. Your money, your future' campaign was also reviewed by the Peer Review Group on 4 March 2013 in order to provide best practice communications advice on the campaign's development.

The campaign was certified by the Commissioner of Taxation as complying with the campaign guidelines on 20 March 2013 and the former Minister for Superannuation authorised the launch of the campaign on 20 March 2013.

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- e) The 'Super. Your money, your future' campaign was the only advertising campaign that went through the formal campaign review process in 2012-13. The campaign was designed by the ATO based on the findings from the developmental market research that was undertaken.

Nine external consultants were engaged to assist with the development, design and delivery of the campaign. The external consultants were:

- Clemenger BBDO - creative advertising services.
- The Shannon Company – creative advertising services.
- Colmar Brunton – developmental research.
- GfK Bluemoon – concept testing research.
- Hall and Partners Open Mind – benchmarking and tracking research.
- Buchan Consulting – public relations services.
- MultiConnexions (Multicall) – culture and linguistic diversity consultant.
- Cox Inall Ridgeway– Indigenous consultant.
- Universal McCann – the Australian Government's master media buying agency.