

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates

26 February 2014

Question: AET 2124 - 2125

Topic: Government advertising (ACNC)

Written: 5/03/2014

Senator LUDWIG asked:

2124. How much has been spent on government advertising (including job ads) since 7 September 2013?
- List each item of expenditure and cost
 - List the approving officer for each item
 - Detail the outlets that were paid for the advertising
2125. What government advertising is planned for the rest of the financial year?
- List the total expected cost
 - List each item of expenditure and cost
 - List the approving officer for each item
 - Detail the outlets that have been or will be paid for the advertising

Answer:

2124. Since 7 September 2013 the ACNC has spent \$86,565.36 on advertising.
- Two activities have been undertaken during this period:
 - 2013 Annual Information Statement communications. The purpose of this activity was to inform Australia's 60,000 registered charities of their legislative requirement to lodge a 2013 Annual Information Statement. As this was the first time charities were required to complete a Statement, awareness of it and the ACNC was low. This activity was designed support charities (many of which are small organisations with limited access to resources and information) to comply with the new obligations. This activity cost \$37,699.20.
 - Charity Portal launch and Annual Information Statement reminder. The purpose of this activity was to introduce the new ACNC Charity Portal to Australia's 60,000 registered charities. The Charity Portal is an online system that allows charities to quickly and easily update and submit their information to the ACNC, which is then published on the Register of charities. The introduction of the Charity Portal saved charities significant time and effort. This activity also acted as a reminder to charities of the 2013 Annual Information Statement due date, which is a legislative requirement. This activity cost \$48,866.16.

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The ACNC has also been charged \$1,514.60 by the APSC for the placement of job advertisements. This amount was not charged in the period since 7 September 2013 and is therefore not included in the figure above.

- b. ACNC Commissioner Susan Pascoe AM was the approving officer for both activities.
 - c. The 2013 Annual Information Statement communication (\$37,699.20) was booked via Adcorp, and the Charity Portal/Annual Information Statement reminder (\$48,866.16) was booked via Universal McCann.
2125. At present, no further advertising is planned for the remainder of the financial year.