

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates

26 February 2014

Question: AET 348-349

Topic: Government Advertising (ASIC)

Written: 5 March 2014

Senator LUDWIG asked:

348. 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
349. 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:

348. There has been no campaign advertising by ASIC's MoneySmart team since 7 September 2013.
349. Campaign advertising for ASIC's MoneySmart website is planned for the period April to June 2014. This will be Phase 3 of campaign advertising for MoneySmart and will focus on younger families and pre-retirees. The estimated costs (GST inclusive) of the planned campaign advertising, and the outlets that have been or will be paid, are as follows:
- media costs to be paid to Universal McCann (\$1.08 million);
 - creative development costs to be paid to Spinach Advertising (\$133,300); and
 - market research costs to test campaign concepts to be paid to GFK Bluemoon (\$44,900).

The approving officers for advertising expenditure are, in accordance with Commonwealth procurement requirements and the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies, the Senior Manager Financial Literacy, Senior Executive Leader Financial Literacy and the ASIC Chairman, depending on the level of expenditure.