Senate Economics Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Budget Estimates, June 2004

Question: Bud 1 to 14

Topic: **Advertising or Public Information Projects**

Hansard Page: **Written Question on Notice**

Senator Murray asked:

Please provide a list of all advertising or public information projects currently being undertaken or expected to be undertaken by the department or agency in the course of 2004 where the cost of the project is estimated or contracted to be $100 000 or more, indicating:

(a) the purpose and nature of the project;

(b) the intended recipients of the information to be communicated by the project;

(c) who authorised or is to authorise the project;

(d) the manner in which the project is to be carried out;

(e) who is to carry out the project;

(f) whether the project is to be carried out under a contract;

(g) whether such contract was let by tender;

(h) the estimated or contracted cost of the project.

Answer:

The answer to this question is detailed in the attached schedules.

The following agencies within the Treasury portfolio submitted a 'Nil' response:

* Australian Accounting Standards Board
* Australian Bureau of Statistics
* Australian Competition and Consumer Commission
* Australian Office of Financial Management
* Australian Prudential and Regulation Authority
* Australian Securities Investment Commission
* Corporations and Market Advisory Commission
* Inspector-General of Taxation
* National Competition Council

Senate Economics Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Budget Estimates, June 2004

* Productivity Commission
* Superannuation Complaints Tribunal
* Takeovers Panel

Department of the Treasury (FMA Act) - Current advertising/public information projects

Project title	*(a) Purpose and nature of the project.*	*(b) Intended recipients of the information to be communicated by the project.*	*(c) Who authorised the project?*	*(d) The manner in which the project is to be carried out.*	*(e) Who is to carry out the project?*	*(f) Whether the project is to be carried out under a contract.*	*(g) Whether such contract was let by tender.*	*(h) The estimated or contracted cost of the project.*
HIH Claims Support Scheme	To advertise the closure of the HIH Claims Support Scheme (Scheme) to new applications	Former HIH policy holders	In August 2003 the Government decided to close the Scheme to new applications from 27 February 2004 and to undertake an advertising campaign to inform former HIH policy holders of this decision	Newspaper, Journal, and Radio campaign, including handicapped and ethnic press	HMA Blaze (Australian Government Advertising Contractor)	Yes.	Yes.	$1.4 million
Commonwealth – State Financial Relations – information for the public	To inform all Australians about the Australian Government's financial contribution to their State or Territory	All members of the public	The Treasurer	Television and newspaper advertisements	HMA Blaze, Universal McCann, Worthington Di Marzio and Whybin TBWA	Yes.	No	$3 million

Australian Taxation Office (FMA Act) - Current advertising/public information projects

Project title	*(a) Purpose and nature of the project.*	*(b) Intended recipients of the information to be communicated by the project.*	*(c) Who authorised the project?*	*(d) The manner in which the project is to be carried out.*	*(e) Who is to carry out the project?*	*(f) Whether the project is to be carried out under a contract.*	*(g) Whether such contract was let by tender.*	*(h) The estimated or contracted cost of the project.*
The Business Portal Public Information Program	This is an ongoing program that has been running since April 2004. The purpose of the information program is to ensure business operators: * are aware of the new Business Portal; and * have sufficient information to enable them to make an informed decision about whether the service is of benefit to their business operations Targeted advertising in Sydney, Melbourne and Canberra markets will occur pending the advice of the Commonwealth's non-campaign master media placement agency,	The Tax Office's business clients. These information programs focus on small to medium enterprises and micro business sectors. Communication activities to charities/Non-profit organisations focus on the sector in general and have a secondary audience of new entrants (child care providers, closed religious orders and self-help groups).	The Deputy Commissioner, ATO Relations, Australian Taxation Office.	The projects will be carried out subject to the Tax Office's accredited procurement contract management (APCM) guidelines and Government Communication Unit protocols.	All advertising placement is subject to central advertising system (CAS) guidelines. As these projects are non-campaign advertising is placed by the Commonwealth's non-campaign master media agency, hma Blaze.	Yes.	Yes. Advertising is carried out through one of two Commonwealth appointed agencies, hma Blaze or Universal McCann.	Approximately $200,000.

Project title	*(a) Purpose and nature of the project.*	*(b) Intended recipients of the information to be communicated by the project.*	*(c) Who authorised the project?*	*(d) The manner in which the project is to be carried out.*	*(e) Who is to carry out the project?*	*(f) Whether the project is to be carried out under a contract.*	*(g) Whether such contract was let by tender.*	*(h) The estimated or contracted cost of the project.*
	hma Blaze.							
Activity Statement Reminder Information Program	This is an ongoing program that has been running since the introduction of GST on 01 July 2000. The purpose of this activity is to remind existing and new GST registrants of their quarterly activity statement lodgment obligations. This is currently undertaken through quarterly advertising for an average of 10 days prior to the lodgment deadline, and publication and distribution of the *Activity Statement update* with client's activity statements each quarter. The effectiveness of this campaign is then measured and the Tax Office	The Tax Office's business clients. These information programs focus on small to medium enterprises and micro business sectors. Communication activities to charities/Non-profit organisations focus on the sector in general and have a secondary audience of new entrants (child care providers, closed religious orders and self-help groups).	The Deputy Commissioner, ATO Relations, Australian Taxation Office	The projects will be carried out subject to the Tax Office's accredited procurement contract management (APCM) guidelines and Government Communication Unit protocols.	All advertising placement is subject to central advertising system (CAS) guidelines. As these projects are non-campaign advertising is placed by the Commonwealth's non-campaign master media agency, hma Blaze.	Yes.	Yes. Advertising is carried out through one of two Commonwealth appointed agencies, hma Blaze or Universal McCann.	Approximately $2.4 million per annum.

Project title	*(a) Purpose and nature of the project.*	*(b) Intended recipients of the information to be communicated by the project.*	*(c) Who authorised the project?*	*(d) The manner in which the project is to be carried out.*	*(e) Who is to carry out the project?*	*(f) Whether the project is to be carried out under a contract.*	*(g) Whether such contract was let by tender.*	*(h) The estimated or contracted cost of the project.*
	strategy modified for the next quarter's activity.							
Charities / Non-profit Organisations Information Program	Subject to passage by Parliament, the definition of and endorsement measures for charities will change. This will affect existing charities as well as new entrants such as non-profit child care centres, closed religious orders and self-help groups. Some of the changes take affect from 1 July 2004; others from 1 July 2005. The purpose of this project is to raise awareness of these changes and explain the processes charities need to follow. Advertising will be used to communicate the availability of the seminars and to encourage charities to keep their address details and	The Tax Office's business clients. These information programs focus on small to medium enterprises and micro business sectors. Communication activities to charities/Non-profit organisations focus on the sector in general and have a secondary audience of new entrants (child care providers, closed religious orders and self-help groups).	All these public information projects are authorised by the Deputy Commissioner, ATO Relations, Australian Taxation Office	The projects will be carried out subject to the Tax Office's accredited procurement contract management (APCM) guidelines and Government Communication Unit protocols.	All advertising placement is subject to central advertising system (CAS) guidelines. As these projects are non-campaign advertising is placed by the Commonwealth's non-campaign master media agency, hma Blaze.	Yes.	Yes. Advertising is carried out through one of two Commonwealth appointed agencies, hma Blaze or Universal McCann.	Approximately $350,000.

Project title	*(a) Purpose and nature of the project.*	*(b) Intended recipients of the information to be communicated by the project.*	*(c) Who authorised the project?*	*(d) The manner in which the project is to be carried out.*	*(e) Who is to carry out the project?*	*(f) Whether the project is to be carried out under a contract.*	*(g) Whether such contract was let by tender.*	*(h) The estimated or contracted cost of the project.*
	office bearers up-to-date.							

Australian Taxation Office (FMA Act) - Planned advertising/public information for 2004

Project title	*(a) Purpose and nature of the project.*	*(b) Intended recipients of the information to be communicated by the project.*	*(c) Who is to authorise the project.*	*(d) The manner in which the project is to be carried out.*	*(e) Who is to carry out the project?*	*(f) Whether the project is to be carried out under a contract.*	*(g) Whether such contract was let by tender.*	*(h) The estimated or contracted cost of the project.*
Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil

Australian Taxation Office (FMA Act) – Current advertising/public information projects

Project title	*(a) Purpose and nature of the project.*	*(b) Intended recipients of the information to be communicated by the project.*	*(c) Who authorised the project?*	*(d) The manner in which the project is to be carried out.*	*(e) Who is to carry out the project?*	*(f) Whether the project is to be carried out under a contract.*	*(g) Whether such contract was let by tender.*	*(h) The estimated or contracted cost of the project.*
The Government Superannuation Co-Contributions Communication Campaign	The purpose of this project was to advise and inform potential recipients of their ability to access up to $1,000[1] of the government super co-contribution.	Australians who: * Earn less than $40,000[2] a year (including recipients of the current tax offset) * Are eligible to receive employer superannuation support during the financial year[3]; and * Are aged 70 years or younger The secondary/intermediary audience includes superannuation funds, tax agents, financial advisers and employers.	The Deputy Commissioner of Taxation for Superannuation.	The superannuation co-contribution communication campaign involves a 30 second television commercial, print advertising, including newspaper advertisements.	The Campaign Palace and Universal McCann	Yes.	Yes.	The estimated advertising cost for the Superannuation co-contributions communication campaign for the 2003/04 financial year is $5.3 million.

[1] $1,500 from 1/07/04
[2] $58,000 from 1/07/04
[3] This criteria is removed from 1/07/04

Australian Taxation Office (FMA Act) - Planned advertising/public information for 2004

Project title	*(a) Purpose and nature of the project.*	*(b) Intended recipients of the information to be communicated by the project.*	*(c) Who is to authorise the project.*	*(d) The manner in which the project is to be carried out.*	*(e) Who is to carry out the project?*	*(f) Whether the project is to be carried out under a contract.*	*(g) Whether such contract was let by tender.*	*(h) The estimated or contracted cost of the project.*
Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil