

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Budget Estimates

1 June – 3 June 2010

Question: BET 159

Topic: Government Advertising (ASIC)

Hansard Page: Written

Senator Barnett asked:

1. What communications programs has the Department/Agency undertaken since additional estimates and what communications programs are planned to be undertaken?

(by 'communications program' it is meant communication of a government message to the public – possibly by advertising (print, television etc), possibly through the erection of signs, plaques etc, or through other mediums. The recent (current) Government TV advertising campaign on health reform and specific health initiatives are examples, BER signage is an example, advertising on the Government's proposed new tax system would be another example.)

- a) For each program, what is the total spend?

A breakdown of how much was spent/is planned to be spent on each program/initiative should be provided.

Answer:

ASIC's communications programs

The following may fall within the definition although the question is not clear:

Unclaimed Monies campaign

ASIC entered into a contract with media agent Universal McCann to arrange the Fairfax digital and Avant card campaign relating to ASIC's Property Law & Unclaimed Monies Reunification Program.

This contract commenced on 15 May 2009 and concluded on 21 August 2009. Its total value was \$37,900.

The program commenced in 2007 with the goal of reuniting as many Australians with their unclaimed funds as possible. An effective advertising campaign was imperative to ensure the successful conveyance of our message to the public. Avant cards and internet advertising were selected as they offered a measurable, cost-effective and target-specific advertising campaign. Approximately 100,000 Avant cards were distributed to 1000 venues across Australia, over a four-week period commencing from July 2009. This was complemented by a concurrent internet advertising

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campaign with digital media provider Fairfax Digital. A range of Fairfax Digital sites were used to assist in the relaying of our advertising campaign to millions of viewers (including sites such as The Age, WA Today, My Career, Sydney Morning Herald, Domain, Drive, Brisbane Times, and RSVP).

ASIC Fido website

ASIC has expended budget on Yahoo and Google ad words to help drive traffic to its financial consumer website, FIDO.

Expenditure for the FY 2009/2010:

\$48,000 - Google Adwords

\$12,000 – Yahoo Adwords.

National Consumer Credit regime

ASIC expended budget on communications promoting the registration period leading up to the transfer to ASIC of the national consumer credit regime.

Expenditure for credit registration (print) advertising with Universal McCann (according to approved invoices) was \$95,295.90

Expenditure for book-up radio advertising with I&G Media (according to quotes provided to date) is \$25,893.65 including GST.

Transfer of Market Supervision from ASX to ASIC

Budget is being expended on communications activities relating to the transfer of market supervision from ASX to ASIC. These activities relate to community/stakeholder outreach in July 2010 and focuses on a capital city roadshow program among industry participants. Specifically, the budget being expended relates to the cost of venue hire and assistance from an external supplier (Staging Connections) to prepare venues and manage audio visual logistics. The cost of these roadshows is approximately \$30,000 (excluding travel and travel-related costs).

Prospective campaigns:

National Business Names

In 2011 ASIC will assume ongoing responsibility to deliver a National Business Names service pursuant to an Inter-governmental agreement that will refer state powers to the Commonwealth to undertake this function. This service will:

1. Reduce red tape and the cost of interacting with Government by delivering an ASIC and Australian Business Register (ABN/ ATO) service that will offer an

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ability to register for a Business Name and an Australian Business Number (ABN) through the one interaction with Government.

2. Promote an enhanced ASIC National Names Index that will provide a single consistent source for Australian business entity data (companies and businesses), accessible by both private and government consumers.
3. Offer a consistent, timely and seamless registration and administration of a business name, accessed from many client channels.

A communication campaign around these activities that will include as key components: national road shows, web casts, publications and mail outs. A budget for this campaign is yet to be completed.