

## Senate Standing Committee on Economics

### ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Budget Estimates

31 May – 2 June 2011

Question No: BET 139

Topic: ASIC – Advertising and Marketing

Hansard Page: Written

Senator Bushby asked:

How much has the Department and portfolio agencies spent on advertising and marketing since February Estimates? YTD?

Could the Department provide a complete list of current contracts? Please indicate the rationale for each service provided and its intended use.

What communications programs has the Department and portfolio agencies undertaken since October estimates and what communications programs are planned to be undertaken? For each program, what is the total spend?

Answer:

ASIC's has spent the following amounts on advertising and marketing since February Estimates and YTD:

(a) for 14 paid advertorials in 7 selected high-circulation women's magazines, about responsible borrowing and managing credit:

\$184,284.24 (YTD, as all expenditure has been since February);

(b) standard non-campaign advertising via Adcorp for Google Adwords advertising of the FIDO website (until March 2011) and the MoneySmart website (from March 2011):

\$59,786.94 since February;

\$88,498.94 YTD;

(c) merchandise and collateral for the launch and ongoing promotion of the MoneySmart website:

\$60,217.70 since February;

\$65,881.60 YTD.

The contracts for the above services are with:

(a) Universal McCann, for the credit advertorial work;

(b) Adcorp, for the Google Adwords advertising; and

(c) Impress Design and Voodoo Creative for the merchandise and promotional collateral.

(d) Communications are at the heart of ASIC's work. We communicate with government, other regulators, industry stakeholders, the media and the general public as an integral part of our work.