

SENATE STANDING COMMITTEE ON ECONOMICS QUESTION
(Supplementary Budget Estimates 20 October – 21 October)

Question: SBT 148

Topic: Advertising and Marketing

Senator Bushby asked:

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

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 additional estimates and what communications programs are planned to be undertaken? For each program, what is the total spend?

Answer:

A number of ASIC communications programs comprised advertising and marketing expenditure and these touch the period in question (1 June 2010 – present). They are as follows:

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 on 1 July.

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

Expenditure for book-up radio advertising with I&G Media was \$25,893.65 including GST.

Transfer of Market Supervision from ASX to ASIC

Budget has been 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).

Senate Standing Committee on Economics

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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 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.

ENDS