

# Senate Standing Committee on Economics

## ANSWERS TO QUESTIONS ON NOTICE

### Treasury Portfolio

#### Supplementary Budget Estimates

20 October 2011

**Question No:** SBT 31

**Topic:** Government advertising

**Hansard Page:** Written

#### Senator Bushby asked:

Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.

#### Answer:

The following table outlines communication programs<sup>1</sup> that include other paid communication services not addressed in SBT 28.

| CAMPAIGN                                    | ITEM  | ORGANISATION          | TOTAL SPEND (GST inclusive) <sup>2</sup> |
|---|---|-----------------------|--|
| Superannuation reform measures              | Developmental research                                      | Colmar Brunton        | 216,100*                                 |
| 50% discount for interest income            | Developmental research                                      | GFK Blue Moon         | 108,900*                                 |
| Goods and services tax Compliance Program   | Communication strategy development                          | Evans-Smith and Dando | 23,500                                   |
| Goods and services tax property tool        | Online and print advertising to support launch of new tool. | Universal McCann      | 20,000*                                  |
| <b>Total spend 1 July – 1 November 2011</b> |   |                       | <b>368,500</b>                           |

\* incurred expenditure

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<sup>1</sup> Communication programs include advertising campaigns and associated costs. These are the activities subject to whole of government guidelines for advertising activity ([Guidelines for Advertising and Information Campaigns March 2010](#)).

<sup>2</sup> The figures in the table are rounded to the nearest hundred dollar.