

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Supplementary Budget Estimates

19 – 20 October 2011

Question No: SBT 341 - 345
Topic: ASIC Government Advertising
Hansard Page: Written

Senator Bushy asked:

341. What advertising – Campaign and Non-Campaign – did the Department/Agency undertaken in 2011-12?

Provide details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services.

342. Did the Department of Finance and Deregulation provide any advice about the advertising? Provide details of each advertising item.

343. Did the Advertising comply with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies (March 2010)? Provide the details for each advertising item.

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

345. What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answer:

341.

ASIC's Consumers Advisers and Retail Investors team has undertaken the following advertising – campaign and non-campaign – in 2011/12 to date:

- Google Adwords advertising of the MoneySmart website: total expenditure of \$63,188.27 YTD, via Adcorp;
- a short-term pilot of Facebook advertising of the MoneySmart website: expenditure of \$6,000 in July 2011, via Universal McCann;

- various advertising to promote our mortgage health campaign in September 2011, specifically:
 - Google Adwords advertising: total expenditure of \$19,257.65, via Universal McCann;
 - advertisement in the Australian Association of Social Workers newsletter: expenditure of \$1,320;
 - Facebook advertising of the mortgage health campaign: expenditure of \$7,984, via Universal McCann; and
 - expenditure on our mortgage health communication strategy of \$13,310, using public relations consultancy Cox Inall.

342.

The Department of Finance and Deregulation did not provide advice about the advertising listed above.

343.

The advertising complied with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies (March 2010).

344.

ASIC does not have discrete communications programs as a separate part of our activities. Communication is 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 all aspects of our work.

345.

We are planning to undertake an advertising campaign to promote the MoneySmart website in early 2012. This campaign will be conducted with Department of Finance and Deregulation input and according to its guidelines.