

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Supplementary Budget Estimates

19 – 20 October 2011

Question No: SBT 437 - 441
Topic: ACCC Government Advertising
Hansard Page: Written

Senator Bushby asked:

437. What advertising – Campaign and Non-Campaign – did the Department/Agency undertake 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.
438. Did the Department of Finance and Deregulation provide any advice about the advertising?
Provide details of each advertising item.
439. 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.
440. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
441. What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answer:

437. \$21,972

Purpose	Service provider	\$Cost inc GST
Recruitment advertising	Adcorp	20,078
Product Safety Notice	Adcorp	390
Electricity market notification	Adcorp	1,504
Total		\$21,972

438. No

439. Yes, advertising undertaken in 2012-12 complied with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies dated March 2010.

Purpose	Compliance
Recruitment advertising	Yes
Product Safety Notice	Yes
Electricity market notification	Yes

440. The ACCC has released a Recalls iPhone application to provide consumers with easy access to product recall information when 'on the go.' The cost was \$11,616 (GST inclusive).

441. The ACCC was provided with \$1.6million in 2011-12 under the "Australian Consumer Law – compliance and awareness of consumer guarantees law" measure.