

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Supplementary Budget Estimates

19 – 20 October 2011

Question No: SBT 715 - 719
Topic: Government Advertising
Hansard Page: Written

Senator Bushby asked:

715. 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.
716. Did the Department of Finance and Deregulation provide any advice about the advertising?
Provide details of each advertising item.
717. 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.
718. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
719. What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answer:

In 2011-12 the following advertising campaigns have been undertaken by Treasury to date:

- Education Tax refund campaign
- Banking reform campaign

The following non-campaign advertising has been undertaken to 30 September 2011:

- Natural Disaster Insurance Review - \$22,181
- Treasury - \$20,498.82

Education tax refund campaign

The total expenditure to date for 2011-12 on the Education Tax Refund campaign is approximately \$3.38 million GST exclusive.

Creative agency services were provided by Vinten Browning following a competitive process.

Banking reform campaign

- The campaign is aimed at:
 - building understanding about the range of competitive deals on offer and empowering consumers to shop around
 - building the capacity of every Australian to make better decisions about managing their money and to help enhance their financial wellbeing
- Funding of \$15 million for the campaign is comprised of \$1.08 million in departmental funding and \$13.92 in administered (campaign) funding.
- As at 30 September 2011 \$3.48 million (excluding GST) had been spent on the campaign. This was made up of consultancy costs and the media buy placed through the Government's media buyer, Universal McCann.
- Creative agency services were provided by Vinten Browning following a competitive process.
- Phase two of the banking reform campaign commenced on 20 November 2011.

Both campaigns

- Treasury had regular contact with the Communications Advice Branch in the Department of Finance and Deregulation in their role as secretariat to the Independent Communications Committee.
- All campaign activity to date has been reviewed by the Independent Communications Committee and assessed as complying with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies. The Secretary of Treasury certified compliance with all five principles of the Guidelines prior to commencement of both campaigns.