

Australian Astronomical Observatory **Economics Legislation Committee**
ANSWERS TO QUESTIONS ON NOTICE
Industry, Innovation, Science, Research and Tertiary Education Portfolio
Supplementary Budget Estimates Hearing 2012-13
17 October 2012

AGENCY/DEPARTMENT: DEPARTMENT OF INDUSTRY, INNOVATION, SCIENCE, RESEARCH AND TERTIARY EDUCATION

TOPIC: Government Advertising

REFERENCE: Written Question – Senator Bushby

QUESTION No.: SI-138

1. What was the total cost of all advertising for the financial year to date?
2. Is the advertising campaign or non-campaign advertising? Provide details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services.
3. Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.
4. Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.
5. Did the Advertising comply with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies? Provide the details for each advertising item.
6. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
7. What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

ANSWER

DEPARTMENT OF INDUSTRY, INNOVATION, SCIENCE, RESEARCH AND TERTIARY EDUCATION

1. The total cost of all advertising by the Department of Industry, Innovation, Science, Research and Tertiary Education (DIISRTE) for the 2012-13 financial year to date as at 31 October 2012 is \$793,987 (GST inclusive). Payments of \$11,900 or less (GST inclusive) are not reported.
2. The department undertakes a combination of campaign and non-campaign advertising.
3. The department seeks advice directly from the Department of Finance and Deregulation (DoFD) on a needs basis. DoFD provided advice on the Clean Technology advertising campaign.
4. Yes. The Peer Review Group (PRG) and Independent Communications Committee (ICC) provided advice on the Clean Technology advertising campaign.
5. Yes.

6. Details of other communications programs and total spend.

Name of Program	Activity	Provider	Amount \$ (GST exclusive)
R&D Tax Incentive	Vodcast	Silver Sun	8,310
Clean Technology Innovation Program	Creative agency	Republic of Everyone	5,760
Clean Technology Innovation Program	Information sessions, webinar	Information sessions: Approximately 17 service providers were utilised for the metropolitan and regional info sessions Webinar: Viocorp	59,911

7. The department undertakes a combination of campaign and non-campaign advertising. As at 31 October 2012, the department is undertaking or planning to undertake the following advertising and activities:

Name of Program	Activity	Amount \$ (GST exclusive)
Language, Literacy and Numeracy Program (LLNP)	Newspaper advertising for the release of the LLNP 2013-16 Request for Tender	Est. 39,000
Business.gov.au	Business planning promotion	13,460
R&D Tax Incentive	Advertising, vodcasts	51,250
Clean Technology Innovation Program	Campaign advertising	215,138
Clean Technology Investment Program and Clean Technology Food and Foundries Investment Program	Editorial, customer stories	36,351

AUSTRALIAN INSTITUTE OF ABORIGINAL AND TORRES STRAIT ISLANDER STUDIES (AIATSIS)

AIATSIS does not undertake campaign or non-campaign advertising.

AUSTRALIAN INSTITUTE OF MARINE SCIENCE (AIMS)

AIMS does not undertake campaign or non-campaign advertising.

AUSTRALIAN NUCLEAR SCIENCE AND TECHNOLOGY ORGANISATION (ANSTO)

1. The cost of advertising for the 2012-13 financial year to date as at 31 October 2012 for ANSTO is \$9,265 (GST exclusive).

2.

Name of Program	Activity	Campaign/Non Campaign	Provider	Amount \$ (GST exclusive)
Community outreach	School holiday and workshop advertising	Non campaign	Adcorp	6,565
Australian Science 2012 magazine	Supply three stories about ANSTO research	Non campaign	Science in Public	2,700

3. Not applicable.

4. Not applicable.

5. Not applicable.

6. ANSTO has a comprehensive communications program designed to engage and educate stakeholders, including the general public, on how nuclear science and technology delivers benefits to all Australians.

7.

Name of Program	Activity	Amount \$ (GST exclusive)
Science media / including advertorials	Advertorials in Science media	17,648
Science careers publications/sponsorship	COSMOS Ultimate Science guide First10	28,447
ANSTO school holiday science workshop	Science workshop ads in local papers	5,000
ANSTO community tours	Up & Atom tour ads in local papers	3,000
General awareness ads with 60 th anniversary messages	Local community Metropolitan	43,749
Science week event promotion	Event promotion – Fact or Fiction	15,000
On-line advertising to launch new website	launch new website	26,571
60 th Anniversary publications	COSMOS booklet COSMOS e-book	85,630

AUSTRALIAN RESEARCH COUNCIL (ARC)

ARC does not undertake campaign or non-campaign advertising

2 to 7. Not applicable.

AUSTRALIAN SKILLS QUALITY AUTHORITY (ASQA)

ASQA does not undertake campaign or non-campaign advertising.

2 to 7. Not applicable.

COMMONWEALTH SCIENTIFIC AND INDUSTRIAL RESEARCH ORGANISATION (CSIRO)

CSIRO does not undertake advertising campaigns. CSIRO routinely promotes both its own science and opportunities for the Australian public and other stakeholders to become involved in CSIRO activities and programs. This involves an estimated 25,000 publications, reports, newsletters, factsheets, workshops, conferences, lectures, field and open days, school visits and other events each year. These education, outreach and knowledge transfer activities are embedded in virtually all of CSIRO's research programs consistent with CSIRO responsibilities under its act to encourage and facilitate the utilisation of scientific research and itemising and separately costing each of these items is not possible from the configuration of CSIRO's finance systems.

IP AUSTRALIA

1. The cost of advertising for the 2012-13 financial year to date as at 31 October 2012 for IP Australia is \$2,297 (GST exclusive).

2.

Name of Program	Activity	Campaign/Non Campaign	Provider	Amount \$ (GST exclusive)
IP Australia	Facebook Mechanical Engineer	Non Campaign	Adcorp Canberra	\$1,797
IP Australia	Patent Recruitment	Non Campaign	Adcorp Canberra	\$500

3. IP Australia undertakes a combination of campaign and non-campaign advertising as indicated above where appropriate and seeks advice on a needs basis from the Department of Finance and Deregulation as needed as well as from the master media agencies.

4. No.

5. Yes.

6. Not applicable.

7. IP Australia is conducting the following campaign:

Name of Program	Activity	Amount \$ (GST exclusive)
Information campaign on intellectual property (IP) for accountants	IP Australia is conducting a collaborative marketing campaign alongside CPA Australia to build IP awareness, knowledge and capability with the accounting sector, and help Australian business become more competitive. The information campaign will include the development of tailored resources to be hosted on the CPA Australia website.	20,000

TERTIARY EDUCATION QUALITY AND STANDARDS AGENCY (TEQSA)

TEQSA does not undertake campaign or non-campaign advertising.

2 to 7. Not applicable.