

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-139

1. What was the total cost of all advertising for 2011-12?
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 that was undertaken in 2011-12.

ANSWER

Please refer to AI-225 and BI-181 for details on Government Advertising for the period 1 July 2011 to 31 May 2012.

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

The total cost of all advertising by the Department of Industry, Innovation, Science, Research and Tertiary Education (DIISRTE) for 2011-12 was \$3,775,569 (GST inclusive). This information can also be found in the DIISRTE Annual Report 2011-12, page 102-103. 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	Amount \$ (GST exclusive)	Provider
AusIndustry	Vodcasts	41,462	Encode, Channelvision, Bearcage Productions
Clean Technology Investment Program and Clean Technology Food and Foundries Investment Program	Information sessions, vodcasts	78,257	Information sessions: Approximately 45 service providers were utilised for the metropolitan and regional info sessions Vodcasts: Bearcage Productions
Clean Technology Investment Program and Clean Technology Food and Foundries Investment Program	Creative agency, market research, pitch fees	186,534	Republic of Everyone, Australian Market Research Interactive
R&D Tax Incentive	Information sessions, vodcasts	94,343	Information sessions: Various venue providers in metropolitan and regional areas Vodcast: Screencraft
Small Business Advisory Services	Webinar and vodcast	27,463	Viocorp and Screencraft

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

AIATSIS does not undertake campaign or non-campaign advertising.

2. to 6. Not applicable

AUSTRALIAN INSTITUTE OF MARINE SCIENCE (AIMS)

AIMS does not undertake campaign or non-campaign advertising.

2. to 6. Not applicable

AUSTRALIAN NUCLEAR SCIENCE AND TECHNOLOGY ORGANISATION (ANSTO)

Advertising for the period 1 June 2012 to 30 June 2012 for ANSTO was paid prior to 1 June 2012.

2 to 6. Not applicable.

AUSTRALIAN RESEARCH COUNCIL (ARC)

ARC does not undertake campaign or non-campaign advertising.

2 to 6. Not applicable.

AUSTRALIAN SKILLS QUALITY AUTHORITY (ASQA)

ASQA did not undertake campaign or non-campaign advertising for the period 1 June 2012 to 30 June 2012.

2 to 6. 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 period 1 June 2012 to 30 June 2012 for IP Australia was \$8,258 (GST exclusive).
- 2.

Name of Program	Activity	Campaign/Non Campaign	Provider	Amount \$ (GST exclusive)
IP Australia	PBR Advisory Committee	Non Campaign	Adcorp Canberra	\$6,953
IP Australia	Recruitment advertising	Non Campaign	APS Commission	\$1,305

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. No applicable.

TERTIARY EDUCATION QUALITY AND STANDARDS AGENCY (TEQSA)

1. TEQSA did not undertake campaign or non-campaign advertising for the period 1 June 2012 to 30 June 2012.

2 to 6. Not applicable.