

**Senate Standing Committee on Economics**

**ANSWERS TO QUESTIONS ON NOTICE**

Resources, Energy and Tourism Portfolio

Supplementary Budget Estimates

18 October 2012

**Question:** SR33

**Topic:** Government Advertising

**Proof Hansard Page:** Written

**Senator Bushby asked:**

**Financial Year to Date:**

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?

**2011-12 Financial Year:**

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:*****The Department*****Financial Year to Date**

1. The total cost of all advertising this financial year to date is \$1,113 (GST inclusive).
2. All expenditure relates to recruitment advertising which was undertaken through Adcorp Australia Limited in line with Government requirements.
3. The Department of Finance and Deregulation has not provided any advice regarding advertising for the Department.
4. Neither the Peer Review Group or the Independent Communications Committee has provided advice regarding advertising for the Department.
5. The Department complied with the guidelines where applicable.
6. Tourism Australia (TA) is delivering a marketing strategy for the Government's National Tourism Accreditation Framework (T-QUAL Accreditation). The Department provides funding to TA for delivery of the marketing strategy in accordance with an agreed Memorandum of Understanding. A total of \$880,000 (GST inclusive) will be paid to TA in 2012-13 for delivery of the marketing strategy. The amount paid to TA this financial year to date (as at 31 October 2012) is \$473,000.
7. It is anticipated that there may be advertising expenditure in relation to delivery of the next round of the T-QUAL Grants Program (early 2013).

**2011-12 Financial Year**

1. The total cost of all advertising for the 2011-12 financial year was \$151,763.90.
2. Details of each advertising item:

<b>Campaign or non-campaign advertising</b>	<b>Details</b>	<b>Total spend as at 30 June 2012</b>	<b>Provider</b>
Non- campaign	To recruit staff in Energy & Environment Division	\$10,663.67	Adcorp Australia Limited
Non- campaign	To announce the opening of a public consultation process for the Gas Appliance (Carbon Monoxide) Safety Strategy	\$6,859.83	Adcorp Australia Limited
Non-campaign	To advertise the public consultation period for the Gas Appliance (Carbon Monoxide) Safety Strategy	\$13,356.93	Adcorp Australia Limited
Non-campaign	To advertise the release of the Residential Mandatory Disclosure Consultation Regulatory Impact Statement	\$27,090.96	Adcorp Australia Limited
Non-campaign	To advertise the release of the Residential Mandatory Disclosure Public Consultation	\$495.96	Adcorp Australia Limited
Non-campaign	To inform stakeholders about full disclosure requirement for Commercial Building Disclosure	\$8,069.98	Adcorp Australia Limited
Non-campaign	To advertise the commercial building disclosure program in journals, magazines and newsletters	\$19,020.57	Adcorp Australia Limited
Non-campaign	Recruitment Advertising	\$11,616	Adcorp Australia Limited
Non-campaign	Advertising relating to the delivery of the T-QUAL Grants Program	\$54,590	Adcorp Australia Limited

3. The Department of Finance and Deregulation did not provide any advice regarding advertising for the Department.
4. Neither the Peer Review Group or the Independent Communications Committee provided advice regarding advertising for the Department.
5. The Department complied with the guidelines where applicable.
6. TA is delivering a marketing strategy for the Government's National Tourism Accreditation Framework (T-QUAL Accreditation). The Department provided funding to TA for delivery of the marketing strategy in accordance with an agreed Memorandum of Understanding. Funding of \$770,000 (GST inclusive) was provided to TA in 2011-12 for delivery of the marketing strategy.

### ***Geoscience Australia***

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#### **Financial Year to Date**

1. The total cost of advertising for the 2012-13 financial year to date is \$17,724.
2. The advertising was non-campaign:
  - Adcorp recruitment advertising \$14,829
  - Various educational publications \$2,895
3. The Department of Finance and Deregulation has not provided any advice to Geoscience Australia (GA) regarding the advertising.
4. GA has not received any advice from the Peer Review Group or the Independent Communications Committee regarding the advertising.
5. The advertising complied with the Guidelines on Information and Advertising Campaigns. Refer to question 2 above for each advertising item.
6. There have been no other communications programs.
7. Communications programs will be used to inform stakeholders of new scientific products created by GA. Communication activities will include media releases, announcements on the GA website, provision of multimedia communication products to media agencies and provision of product information at industry conferences.

#### **2011-12 Financial Year**

1. The total cost of all advertising for the 2011-12 financial year was \$109,356.
2. The advertising was non-campaign:
  - Adcorp recruitment advertising \$105,380
  - Federal Capital Express and various educational publications \$3,976
3. The Department of Finance and Deregulation did not provide any advice to Geoscience Australia (GA) regarding the advertising.
4. GA has not received any advice from the Peer Review Group or the Independent Communications Committee regarding the advertising.
5. The advertising complied with the Guidelines on Information and Advertising Campaigns. Refer to question 2 above for each advertising item.
6. There were no other communications programs.

***Tourism Australia***

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**Financial Year to Date**

1. Tourism Australia is the Commonwealth Government agency responsible for marketing Australia as a travel destination to domestic and international audiences. Advertising is a core function for Tourism Australia, and in 2011-12 Tourism Australia spent an estimated \$69 million to international and domestic marketing. In 2012/13 Tourism Australia plans to spend \$72.65 million marketing to international and domestic audiences.
- 2-7. Not applicable.

**2011-12 Financial Year**

1. In 2011-12 Tourism Australia spent an estimated \$69 million marketing to international and domestic audiences.
- 2-7. Not applicable.

***National Offshore Petroleum Safety & Environmental Management Authority***

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**Financial Year to Date**

1. The total cost of all advertising for the financial year to date was \$15,786.59.
2. The advertising was non-campaign, recruitment advertising.
3. The Department of Finance and Deregulation has not provided any advice regarding advertising.
4. The National Offshore Petroleum Safety and Environmental Management Authority (NOPSEMA) has not received any advice regarding advertising from either the Peer Review Group or the Independent Communications Committee.
5. The non-campaign advertising complied with guidelines.
6. There are no other communications programs.
7. Non campaign online advertising in compliance with Government advertising guidelines.

**2011-12 Financial Year**

1. The total cost for advertising for the 2011-12 financial year was \$175,313.
2. The advertising was non-campaign. During 2011-12, NOPSEMA's Human Resources Division conducted numerous national and international recruitment campaigns. These were conducted through Adcorp.
3. The Department of Finance and Deregulation did not provide any advice regarding advertising.
4. NOPSEMA did not receive any advice regarding advertising from either the Peer Review Group or the Independent Communications Committee.
5. The non-campaign advertising complied with guidelines.
6. NOPSEMA commissioned Linc Integrated to conduct its stakeholder engagement survey, arising out of recommendations of the Second Triennial Review of NOPSA's Operational Effectiveness. The total expenditure for this service was \$75,557.79.

*Australian Solar Institute*

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**Financial Year to Date**

There has been no advertising this financial year to date.

**2011-12 Financial Year**

1. The total cost of all advertising for the 2011-12 financial year was \$3,137.
2. The advertising was non-campaign.
3. The Department of Finance and Deregulation did not provide any advice regarding advertising.
4. The Australian Solar Institute (ASI) did not received any advice regarding advertising from the either the Peer Review Group or the Independent Communications Committee.
5. ASI is uncertain if the advertising complied.
6. ASI spent \$1,531 on promotion and marketing of ASI funding programs.