

Senate Finance and Public Administration Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Prime Minister and Cabinet Portfolio

Department of the Prime Minister and Cabinet

Additional Estimates Hearings 2003-2004, 16 February 2004

Question: PM 54

Outcome 1, Output 4.3

National Australia Day Council

Direct on Notice

Senator Faulkner asked:

- 1. Can a list be provided of the Commonwealth Representatives on the National Australia Day Council over the past five years, including the period of their appointment and the Department/Agency they represented?**
- 2. What activities did each 2003 Award Recipient (i.e. the Australian of the Year, the Young Australian of the Year, the Senior Australian of the Year and the Local Hero) undertake during 2003 on behalf of the Council? How much did these activities cost the Council?**
- 3. For the financial year 2002/03 can the department outline the grants provided to the National Australia Day Council by various Commonwealth Departments/Agencies – including the amount and purpose of the grant?**
- 4. For the financial year 2002/03 can the National Australia Day Council outline the expenditures under the Events and Awards Programs and the Other Expenses from Ordinary Activities Item - including who monies were paid to and for what purpose?**
- 5. For the financial year 2002/03 can the National Australia Day Council provide a breakdown of the Sponsorship Revenue including a list of each sponsor and the relevant amount?**

Answers:

- 1. Can a list be provided of the Commonwealth Representatives on the National Australia Day Council over the past five years, including the period of their appointment and the Department/Agency they represented?**

Answer:

Australian Government Representatives 1996 - 2004

Dr Alan Stretton

Department of Communications and the Arts

Appointed 16.01.96

Re-appointed 28.07.98

Resigned 28.01.00

29.01.00 to 23.04.01 – position vacant

Ms Karen Gosling

Department of Communications, Information Technology and the Arts

Appointed 24.04.01

Resigned 11.02.02

Ms Philippa Lynch

Department of the Prime Minister and Cabinet

Appointed 11.02.02

Resigned 18.10.02

Mr Andrew Metcalfe

Department of the Prime Minister and Cabinet

Appointed 08.10.02

2. What activities did each 2003 Award Recipient (i.e. the Australian of the Year, the Young Australian of the Year, the Senior Australian of the Year and the Local Hero) undertake during 2003 on behalf of the Council? How much did these activities cost the Council?

Answer:

The following list is far from exhaustive as many activities are coordinated directly by the award recipients. It should be noted that NADC has no formal expectation that award recipients will undertake any activities on behalf of the NADC during the year. Total cost of these activities to the NADC was \$56,463.

Australian of the Year – Professor Fiona Stanley

- Australian of the Year Announcement 2003, Melbourne 25 January.
- Tour of Honour Hobart, 29-28 May.
- National Museum of Australia (NMA) Visit, Canberra 29 May.
- Tour of Honour Thursday Island/Northern Territory, 2 July-8 July.
- Tour of Honour South Australia, 11 July.
- National Press Club Speech, Canberra, 6 Aug
- Luncheon with the NSW Governor, Australia Day Council NSW and corporate sponsors, Aug 7.
- Child Protection Week, Panel Discussion, Brisbane 3 Sept.
- Citizenship Day, Canberra, 17 September.
- NMA visit, Canberra, 17 September.
- Luncheon at Premiers office, Melbourne 18 September.

Young Australian of the Year – Lleyton Hewitt

- Australian of the Year Announcement 2003, Melbourne, 25 January.

Senior Australian of the Year – Bruce Campbell

- Australian of the Year Announcement 2003, Melbourne, 25 January.

- 2004 Nominations Launch Melbourne, 7 July
- Tour of Honour NT, 12-19 August
- Awards sponsors luncheon, Sydney 21 August
- QLD Australian of the Year presentation, Brisbane, 20 November

Local Hero – Brian Parry

- Australian of the Year Announcement 2003, Melbourne, 25 January.
- Guest Speaker Super Conference Nowra, 20 March
- Volunteering Week meeting, Melbourne, 4 May
- Volunteering Week, on call for interviews, 12-18 May
- 2004 Nominations Launch, 7 July
- Tour of Honour NT, 15-22 October

3. For the financial year 2002/03 can the department outline the grants provided to the National Australia Day Council by various Commonwealth Departments/Agencies – including the amount and purpose of the grant?

Answer:

Note: For accounting and business management purposes NADC treats the PM&C funds as a grant while funds from other government agencies are treated as sponsorships.

Department of the Prime Minister and Cabinet

Total grant received PM&C	\$1,234,900	
Split as follows:		
• Core Operations NADC		\$771,251
• Admin grants State & Territory Councils		\$328,749
• One-off grant to devise a communications & marketing strategy		\$134,900
TOTAL:		\$1,234,900

Department of Immigration and Multicultural and Indigenous Affairs

Total sponsorship received:	\$84,727
Split as follows:	
• Sponsorship for Tour of Honour	\$52,727
• To devise a “Celebrate What’s Great” Radio Community Service Announcement	\$32,000
TOTAL:	\$84,727

Department of Family and Community Services

• Sponsorship of the Young Australian of the Year Award	\$150,000
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Department of Health and Ageing

• Sponsorship of the Senior Australian of the Year Award	\$100,000
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Department of Transport and Regional Services

• Sponsorship of Australian of the Year Award (Local Hero)	\$150,000
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4. For the financial year 2002/03 can the National Australia Day Council outline the expenditures under the Events and Awards Programs and the Other Expenses from Ordinary Activities Item - including who monies were paid to and for what purpose?

Answer:

1. EVENTS & AWARDS PROGRAM

Total expenditure: \$1,963,460

EVENTS & AWARDS PROGRAM	AMOUNT	PAID TO	PURPOSE
Australian of the Year Awards management contract	\$1,562,929		
Split:			
• Management fee	\$96,000	Movers 'N' Shakers	Management of Australian of the Year Awards
• Sponsorship Commission	\$162,000	Movers 'N' Shakers	Commission on sponsorship secured
• Production Expenses	\$1304,928	Movers 'N' Shakers	Production expenses for Australian of the Year Awards
Printing Stationery & Design	\$84,286		
Split:			
• Folders, Invitations, Nomination forms, posters, programs	\$45,946	Lamb Printers, Zoo	Printing for Australian of the Year Awards
• Printed Office Stationery	\$14,575	Zoo	
• Stationery, Copying, binder, toner	\$7,548	WC Penfold, Officeworks, Konica, Kwik Copy	
• Marketing kit, publications general	\$16,217	Zoo, Egg	
Public Relations & Media	\$316,245		
Split:			
• Research	\$20,300	Elliot & Shanahan	Research Australian attitudes to National Pride

• Media Monitoring, Photos & Film	\$11,420	Media Monitors ESP Photography	
• Advertising	\$74,351	Universal McCann	Newspaper Advertising
• Production Audio	\$65,048	Radiowise	Radio CSAs
• Production Visual	\$115,852	Adtown Channel 7	Television Ad – Aust Day Pledge Televised Australian of the Year Awards
• Banners & Signage	\$3,757	Exhibition Centre Australiana Concepts	Signs Flags, Banners
• Consultants – Awards	\$25,517	Horizon	PR Consultants

2. OTHER EXPENSES FROM ORDINARY ACTIVITIES

Total expenditure: \$471,849

OTHER EXPENSES	AMOUNT	PAID TO	PURPOSE
SPLIT:			
• Fees – Bank, Audit, Legal, ASIC	\$52,827	CBA, AGS, ANAO, ASIC	
• Computers & Website	\$37,096	Forte Connect, WebCentral, Teknet	
• Office Consultant	\$11,472	PTD Consultants	Financial Controller
• Insurance	\$23,711	Comcover	
• Merchandise	\$28,176	GA Miller	Purchase of medallions & certificates for resale
• Motor Vehicle	\$12,129	Dasfleet	Lease & running expenses
• Meetings, Board, ADCs etc	\$18,762	Various	Room hire, sitting fees, catering
• Office Equipment	\$10,065	Konica	Lease of photocopier, fax, etc
• Post, Freight, Couriers	\$3,402	Aust Post, Universal Express	
• Tel/Fax/Internet	\$21,616	Telstra, Optus, WebCentral	
• Travel Contra			
o Board	\$7,659	Qantas Contra	

○ Staff	\$7,045	Qantas Contra	
○ ADCs	\$4,650	Qantas Contra	
○ Achievers/Others	\$18,415	Qantas Contra	
○ Movers 'n' Shakers	\$69,000	Qantas Contra	
• Travel Cash			
○ Board	\$13,189	Qantas, Cabcharge	
○ Staff	\$33,492	Qantas, Cabcharge	
○ ADCs	\$8,154	Qantas, Cabcharge	
○ Achievers/Others (finalists/recipients/ staff)	\$26,095	Qantas, Cabcharge	
• Accommodation			
○ Board	\$2,243	Various	
○ Staff	\$17,205	Various	
○ Achievers/Others	\$3,636	Various	
• Sundry Expenses			
○ Bad Debt write off	\$25,000		
○ Sundry	\$16,811		Functions, Entertainment, gifts, staff amenities, newspapers, publications, etc

5. For the financial year 2002/03 can the National Australia Day Council provide a breakdown of the Sponsorship Revenue including a list of each sponsor and the relevant amount?

Answer:

The National Australia Day Council annual report for 2002/03 indicates that sponsorship revenue amounted to a total of \$2,108,225 in cash and \$106,769 in-kind.

This sponsorship revenue was received from the following organisations:

- Australia Post;
- Commonwealth Bank of Australia;
- Department of Family and Community Services;
- Department of Health and Ageing;
- Department of Immigration and Multicultural and Indigenous Affairs;
- Department of Transport and Regional Services;
- Goodman Fielder; and
- Qantas.

In addition, the Council received sponsorship not regarded as taking the form of sponsorship revenue, from the following organisations:

- AdTown Melbourne;
- Intercontinental Hotels and Resorts (Holiday Inn); and
- News Limited.

The department seeks to be excused from providing details of the amounts of sponsorship provided by individual private sector organisations, on the grounds that information about the specific amounts of individual corporate sponsorships is not normally disclosed by recipients of corporate sponsorships, and disclosure in this case would be expected to have a substantial adverse impact on the Council's capacity to secure corporate sponsorship in the future.

Information about sponsorship from the Australian Government departments listed above was provided in response to question 3, above.