

Senate Standing Committee on Finance and Public Administration

ANSWERS TO QUESTIONS ON NOTICE

Human Services Portfolio

Additional Estimates 2006-2007, 13th and 16th February, 2007

Question: HS57

Agency: Child Support Agency

Outcome 1, Output 2

Topic: Advertising campaigns

Hansard Page/Written Question on Notice: Written Question on Notice

SENATOR WONG asked on 16/02/2007:

(1) What sum was spent on each of the active advertising campaigns for each department and agency in the Minister's portfolio?

(2) In Attachment A – a list of active campaigns that were tabled in on 30 October 2006 at Senate Estimates, what were the actual costs for those which have been completed as relevant to each department and agency in the Minister's portfolio?

(3) At the Budget Estimates in May 2006, the Budget Papers listed the following Pending Campaigns (from Budget Papers: period up to 4 years):

Campaign	\$M
Smart Card	47.3
Child Support Reform	36.1
Promote Private Health Cover	52.1
Medicare direct mail	17.5
New family law arrangements	19.9
Independent contractors	<15
Pensions real estate/assets test	5.9 (at least, over 2 years)
Smart Traveller	13.1
Alcohol abuse	25.2
Citizenship	4
Disease risk factors	
Child care rebate	
Family Law arrangements	
Illicit drugs and mental illness	
Living in Harmony Initiative	

(4) For those campaigns which are relevant to each department and agency in the Minister's portfolio, what is the:

- (a) planning progress for campaigns;
- (b) likely start dates; and
- (c) media spend.

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ANSWER:

- (1) The Child Support Agency (CSA) has spent \$512,549.92 on the advertising campaign associated with reforms to the Child Support Scheme Reforms during the 2006-07 financial year (as at 16 February 2007).
- (2) There were no active campaigns tabled on 30 October 2006 at Senate Estimates relevant to the CSA.
- (3) Not applicable
- (4) (a) Planning progress for the Child Support Scheme Reforms advertising campaign is as follows:
 - CSA customers had their first communication regarding Scheme Reforms in November 2006 with a newsletter inserted into all CSA customer mail. This newsletter included information about the Scheme Reforms.
 - The Child Support Scheme Reforms communication strategy to support Stage 3 reforms to the Child Support Scheme has been approved and advertising agencies subsequently developed their creative concepts for the campaign.
 - These concepts have been tested with both CSA customers and community members at 12 focus groups in Melbourne, and Logan and Toowoomba in Queensland.
 - An evaluation panel comprising representatives from the CSA, Department of Families, Community Services and Indigenous Affairs (FaCSIA), and the Government Communication Unit (GCU) (Department of Prime Minister & Cabinet) assessed each agency proposal on the basis of six criteria including strength of the creative material following concept testing, relevant experience and cost.
 - In line with the researcher's findings, the evaluation panel recommended the campaign approach that tested the best with customers.
 - Creative concepts have since undergone further refinement to incorporate research findings and refined advertising concepts were again tested with CSA customers in early March 2007.
 - Customer comments have been incorporated and the final advertising concepts have been developed.
 - Further customer newsletters are due for distribution later in 2007.