

**Senate Standing Committee on Finance and Public Administration**  
**ANSWER TO QUESTION ON NOTICE**  
**Prime Minister and Cabinet Portfolio**  
**Department of Climate Change**  
**Additional Budget Estimates Hearing–February 2009**

**Written question reference:** CC19 (a)-(e)

**Outcome/Output:** Response to climate change

**Topic:** Advertising Campaign

**Hansard Page:** Not relevant for written QoN

**Question:** (Senator Johnston)

- (a) Previously, the government has admitted plans to spend \$13.9 million on a marketing campaign on climate change – and that \$5.3 million remained unspent. Have you now spent the remaining \$5.3 million on your climate change marketing campaign?
- (b) How has this been spent? Please provide details of which papers, television stations, which magazines, radio stations, etc.
- (c) Has there been a follow up analysis of the success or value of the campaign? If so, please provide details. Please provide a copy of the report.
- (d) If any funds remain to be spent, what is being planned? Will it still be spent? If so, what on?
- (e) What other media or marketing campaigns are being planned by the Minister's office or department?
  - a. What are the details of the purpose, timing and proposed cost. Please set out in a table.

**Answer:**

- (a) The remaining funds have not been spent. Costs incurred as of 31 March 2009 total \$8,800,559.13 (excluding GST), consisting of:
  - a. Market research – \$148,935.00
  - b. Creative agency fees and advertising production costs – \$476,144.59
  - c. Website development costs – \$13,050.00
  - d. Media buy – \$8,079,429.54
  - e. Call Centre – \$83,000.00

A total of \$5,150,440.90 (excluding GST) remains unspent. The following transactions occurred since 31 October 2008:

- cancellation of media placements scheduled for late October 2008 resulting in refunds totalling \$15,447.80 (excluding GST)
- 'tracking' market research in November at a cost of \$90,300.00 (excluding GST)

- creative agency fees of \$63,842.50 (excluding GST) for developmental work undertaken between October and December 2008. This work has now ceased.

The Department asked Universal McCann to cancel media placements scheduled for late October 2008 where the Department would receive a refund. The decision to cancel placements was made because the Department felt the advertisement had already achieved substantial market coverage and penetration and the campaign objectives of raising awareness of the impacts of climate change so Australians could 'have their say' were unlikely to be enhanced by further advertising at that time.

- (b) The additional funds spent since 31 October 2008 (as outlined in (a) above) did not relate to any additional media placements of advertisements.
- (c) Evaluation of the campaign is still underway. The campaign evaluation report will be available once this is completed.
- (d) No further advertising is being planned by the Department of Climate Change at this stage. Any advertising that is undertaken by the Department will follow the Government Advertising Guidelines and be subject to a review by the Australian National Audit Office.
- (e) See response to (d).