

Senate Finance and Public Administration Legislation Committee

ADDITIONAL ESTIMATES – 9 FEBRUARY 2010 ANSWER TO QUESTION ON NOTICE

Human Services Portfolio

Topic: Advertising and Marketing

Question reference number: HS 48

Senator: RYAN

Type of question: Written

Date set by the committee for the return of answer: 26 March 2010

Number of pages: 1

Question:

For all expenditure on advertising and marketing since December 2007:

- a) What is the cost, broken down by campaign/project?
- b) To whom was the contract awarded?
- c) What is the justification for the expenditure for each?

Answer:

Child Support Scheme Reforms campaign

- a) The cost of the advertising for the Child Support Scheme Reforms campaign was \$1,467,694.62.
- b) Universal McCann is the master media agency that assists in media planning, placement and rates negotiations with all media outlets for government campaign advertising. The Communications Advice Branch of the Department of Finance and Deregulation administers the Australian Government's Central Advertising System. In operating the Central Advertising System, the Department of Finance and Deregulation manages the contract for Universal McCann.
- c) The Child Support Scheme Reforms campaign aimed to raise awareness about the Child Support Scheme reforms and to ensure affected target groups provided their information to the Child Support Agency in a timely way, so their child support assessments and payments would be correct under the new Scheme.