

Senate Finance and Public Administration Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Prime Minister and Cabinet Portfolio

Department of the Prime Minister and Cabinet

Budget Estimates Hearings 2003, 26 & 27 May 2003

Question: PM70 - Part 1

Outcome 1, Output 4.4

Topic: Government Advertising

Direct on Notice

Senator Faulkner asked: What are the definitions of Campaign and Non-Campaign advertising?

Answer: Campaign advertising is all Commonwealth advertising other than that defined as non-campaign advertising. Campaigns inform the community and/or specific target audiences about their rights, entitlements and obligations, and may encourage consideration of issues (eg non-smoking). For the purposes of media placement, campaign advertising also includes advertising that promotes the ongoing business activities of government (eg galleries and museums).

Non-campaign advertising is simple, no-frills advertising that generally appears only once or twice and contains factual statements not intended to promote or advise on policies or programmes of the government. Non-campaign advertisements do not generally require the specialist skills (eg, copywriting, art direction, and photography) that are associated with campaign advertising. Non-campaign press advertising is generally limited to staff recruitment, public notices, auction and Tender notices, invitations to make submissions or apply for grants and notification of date and/or location specific information (eg notification of a public meeting at 8pm on Wednesday 15 July at the Town Hall). Non-campaign advertisements may appear in the classified section of a newspaper or as (usually) small-space display advertisements in general news pages. Advertisements in the latter category are generally all type with no illustration other than a logo or basic line drawing. Non-campaign radio advertising is likely to be a straightforward information announcement, probably written in-house, which could be read live by a station announcer. Non-campaign Internet advertising is similar to non-campaign press advertising. Other electronic forms of non-campaign advertising will be similarly simple and straightforward.

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Question: PM70 - Part 2

Outcome 1, Output 4.4

Topic: Government Advertising

Direct on Notice: F&PA 207

Senator Faulkner asked:

- a) Explain the reason for the display advertisement highlighting the proposed changes and website, published in the Australian newspapers in April, being classified as non-campaign advertising?**
- b) Which newspapers published this advertisement?**
- c) What was the total placement cost?**

Answer:

- a) The advertisement was considered to be non-campaign as it contained simple, no-frills information and factual statements and only ran once.
- b) The Medicare advertisement appeared in major metropolitan, regional and ethnic newspapers.
- c) The placement cost was \$133,555.10

Question: PM70 - Part 3

Outcome 1, Output 4.4

Topic: Government Advertising

Direct on Notice: F&PA 207

Senator Faulkner asked: How much was spent by the Commonwealth in the 2002-2003 Financial Year on a) campaign advertising, b) non-campaign advertising?

Answer: I am advised that expenditure figures for the full financial year have not yet been finalised. The following figures apply to expenditure from 1 July 2002 until 30 April 2003.

- a) \$41,834,666 - campaign advertising
- b) \$27,483,765- non-campaign advertising

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Question: PM70 - Part 4

Outcome 1, Output 4.4

Topic: Government advertising

Direct on Notice: F&PA 207

Senator Faulkner asked: Please provide the disaggregated costs of all advertising campaigns in the 2002-2003 Financial Year including the identification of each campaign, the agencies involved, moneys set aside for campaign development, qualitative and quantitative research, and placement in the following areas.

Answer: I am advised that the Government Communications Unit has financial records for media placement only. As the full financial year figures have not been finalised the placement costs listed in the table below are for the period 1 July 2002 until 30 April 2003. Detailed records of moneys set aside for campaign development and qualitative expenditure are held by individual departments.

CAMPAIGN	ADVERTISING AGENCY	PLACEMENT COSTS
Defence		
Defence Force Recruiting	Young & Rubicam Mattingly	\$15 million
National Security		
National Security *	Brown Melhuish Fishlock	\$6.8 million
Environment		
Natural Heritage Trust	Portfolio Design	\$0.26 million
Health		
Meningococcal C	Curtis Jones & Brown	\$0.02 million
Rural Health	In-house/Australian Women's Weekly	\$0.02 million
Alcohol	Batey House	\$1 million
International Travel		
Nil	N/A	N/A
Taxation		
Nil	N/A	N/A
Pensions and Benefits		
Voluntary Compliance	Vinten Browning	\$2 million
Family Payments		
Nil	N/A	N/A
Quarantine		
Quarantine Matters!	Killey Withy Punshon	\$3 million
Higher Education		
Higher Education Contribution Scheme	In-house	\$0.17 million

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New Apprenticeships		
Nil	N/A	N/A
Industry		
AusIndustry	In-house	\$0.37 Million
Domestic Tourism		
Nil	N/A	N/A
Transport		
Commonwealth Regional Information Service	Singleton, Ogilvy & Mather	\$2.7 million

* This campaign was managed by this Department and the moneys set aside for all campaign development, production and qualitative and quantitative research was \$11.9 million.

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Question: PM70 – Part 5

Outcome 1, Output 4.4

Topic: Government Advertising

Direct on Notice: F&PA 207

Senator Faulkner asked: What campaigns are planned for the 2003-2004 financial year, and what moneys are budgeted for them in the following areas? Please identify each campaign, if possible the agencies involved in each campaign, and identify moneys set aside for campaign development, qualitative and quantitative research and campaign placement.

Answer: I am advised that as at 4 July 2003, the Government Communications Unit has been notified of the following campaigns under the areas contained in the question which have either been booked or are in the planning stage for the 2003-2004 financial year. Detailed records of moneys set aside for campaign development and qualitative and quantitative expenditure are held by the individual departments.

CAMPAIGN	ADVERTISING AGENCY	PLACEMENT COSTS
Defence		
Defence Force Recruiting	Young & Rubicam Mattingly	\$16.3 million
Terrorism and National Security		
National Security	Brown Melhuish Fishlock	To be determined
Environment		
Nil	N/A	N/A
Health		
Meningococcal C	Curtis Jones & Brown	\$0.97 million
Pharmaceutical Benefits Scheme	Whybin TBWA, Cultural Perspectives, Cultural Partners	\$8.4 million
International Travel		
Safe Travel	Yet to be determined	\$3.4 million
Taxation		
Nil	N/A	N/A
Pensions and Benefits		
Nil	N/A	N/A
Family Payments		
Nil	N/A	N/A
Quarantine		
Quarantine Matters!	Killey Withy Punshon	\$0.17 million

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Higher Education		
Nil	N/A	N/A
New Apprenticeships		
New Apprenticeships	Batey House	\$3.14 million
Industry		
AusIndustry	In-house	\$0.04 million
Austrade	In-house	\$0.07 million
Transport		
Nil	N/A	N/A
Domestic Tourism		
Nil	N/A	N/A
Veteran's Affairs		
Nil	N/A	N/A