



Australian Government

Department of the Prime Minister and Cabinet



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CANBERRA ACT 2600

Mr Alistair Sands
Secretary
Senate Finance and Public Administration Legislation Committee
Parliament House
CANBERRA ACT 2600

Dear Mr Sands

**RESPONSES TO QUESTIONS TAKEN ON NOTICE
2005-06 BUDGET ESTIMATES HEARING – 23 AND 24 MAY 2005**

On 10 August 2005 Senator Murray asked an additional question on notice of all departments through Prime Minister and Cabinet regarding advertising undertaken or proposed during 2005.

Attached are the responses from the departments listed below.

Agriculture, Fisheries and Forestry	A
Attorney-General's Department	B
Defence	C
Education, Science and Training	D
Environment and Heritage	E
Industry, Tourism and Resources	F
Family and Community Services	G
Foreign Affairs and Trade	H
Health and Ageing	I
Immigration and Multicultural and Indigenous Affairs	J
Transport and Regional Services	K
Treasury	L
Veterans' Affairs	M

The following departments provided a NIL response:

- Communications, Information Technology and the Arts
- Finance and Administration
- Prime Minister and Cabinet

A response from the Department of Employment and Workplace Relations is being pursued.

Yours sincerely

A handwritten signature in black ink, appearing to read "Greg Williams", with a stylized flourish at the end.

Greg Williams
First Assistant Secretary
People, Resources and Communications

7 December 2005

Question: Additional

Topic: Advertising contracts

Hansard Page: N/A

Senator Murray asked:

Please provide a list of all advertising projects currently being undertaken or expected to be undertaken by the department or agency in the course of 2005 where the cost of the project is estimated or contracted to be \$100 000 or more, indicating:

- (a) the purpose and nature of the project;
- (b) the intended recipients of the information to be communicated by the project;
- (c) who authorised or is to authorise the project;
- (d) the manner in which the project is to be carried out;
- (e) who is to carry out the project;
- (f) whether the project is to be carried out under a contract;
- (g) whether such contract was let by tender;
- (h) the estimated or contracted cost of the project;
- (i) whether the effectiveness or impact of project has been or will be evaluated.

Answer:

Quarantine Matters! campaign

- (a) To increase and maintain awareness levels of the importance of quarantine within the Australian community
- (b) The broad Australian community, Australian's who are international travellers, overseas visitors and receivers of international mail and cargo. People from non-English speaking backgrounds are included in these target audiences
- (c) The Minister for Agriculture, Fisheries and Forestry and the Ministerial Committee on Government Communication
- (d) Television, cinema, radio, magazines, newspapers, internet, airport light box signage
- (e) Killey Withy Punshon Advertising Pty Ltd was the creative agency and Universal McCann is the Government's media-buying agency
- (f) Yes
- (g) Yes
- (h) \$3,061,000 for media placement costs and \$379,000 for creative agency and production costs, exclusive of GST
- (i) Yes

BUDGET ESTIMATES, 25, 26 MAY 2005 - ANSWERS TO QUESTIONS ON NOTICE

Department of Agriculture, Fisheries and Forestry

Management Services Division

Tasmanian Community Forest Agreement

- (a) To announce the joint Tasmanian and Government's Tasmanian Community Forest Agreement
- (b) The Australian public
- (c) A departmental officer with Regulation 9 delegated powers under the Financial Management and Accounting Act 1997
- (d) Press and television
- (e) Clemenger Tasmania and HMA Blaze
- (f) The Tasmanian Government directly engaged Clemenger Tasmania and the Australian Government reimbursed the Tasmanian Government a share of costs. The Australian Government also paid \$6,910.37 directly to Clemenger for work done on the project. HMA Blaze is contracted to place all Australian Government non-campaign advertising
- (g) As the Tasmanian Government engaged Clemenger Tasmania, the question does not apply to the Australian Government. HMA Blaze is contracted to place all Australian Government non-campaign advertising
- (h) The Australian Government's share equals \$242,789 for advertising agency and production work and \$336,643 for media, exclusive of GST
- (i) No.

**BUDGET ESTIMATES, 25, 26 MAY 2005 - ANSWERS TO QUESTIONS ON NOTICE
ATTORNEY-GENERAL'S**

Murray Question

Please provide a list of all advertising projects currently being undertaken or expected to be undertaken by the department or agency in the course of 2005 where the cost of the project is estimated or contracted to be \$100,000 or more, indicating:

(a) the purpose and nature of the project

National Security Information Campaign - remind the public to be vigilant and report suspicious activity to the National Security Hotline.

(b) the intended recipients of the information to be communicated by the project

The Australian public

(c) Who authorised or is to authorise the project

The Hon Philip Ruddock MP, Attorney-General

(d) The manner in which the project is to be carried out

Television, newspapers, print and outdoor advertising including inside busses, trains and ferries. Also includes press and radio for NESB audiences.

(e) who is to carry out the project

BMF Pty Ltd
Cultural Partners Pty Ltd
Universal McCann Pty Ltd

(f) whether the project is to be carried out under a contract

Yes

(g) whether such a contract was let my tender

Yes

(h) the estimated or contracted cost of the project

\$92,262.48 creative development (includes GST)
\$9,096,466 media buy(includes GST)
\$55,675.50 cultural consultants (includes GST)

(i) whether the effectiveness or impact of project has been or will be evaluated

Yes.

CUSTOMS HOTLINE ADVERTISING 2005

The purpose and nature of the project;

To reach key audiences that can supply specific intelligence of interest to Customs.

The intended recipients of the information to be communicated by the project;

Primarily people living, working and travelling in remote areas of Australia, particularly along the north-east, north, and north-west coasts. Specific groups such as the maritime industry are also targeted.

Who authorised or is to authorise the project;

The Chief Executive Officer of Customs.

The manner in which the project is to be carried out;

Targeted advertising in industry and special interest magazines. Limited advertising in regional press and community service announcements.

Who is to carry out the project;

The project is managed by Customs Corporate Communication. Advertising is placed using the Government's Central Advertising System for non-campaign advertising.

Whether the project is to be carried out under a contract;

No – see above.

Whether such contract was let by tender;

No – see above.

The estimated or contracted cost of the project;

Approximately \$165,000 (plus GST) of Customs Hotline advertising will be placed in 2005. Production is handled by Customs Corporate Communication.

Whether the effectiveness or impact of project has been or will be evaluated.

Yes.

Response to May 2005 Senate Estimates Question from Senator Andrew Murray

Current advertising/public information projects for 2005 (only include advertising projects over \$100,000)

(a) Project title	(b) Purpose and nature of the project.	(c) Intended recipients of the information to be communicated by the project.	(d) Who authorised the project?	(e) The manner in which the project is to be carried out.	(f) Who is to carry out the project?	(g) Whether the project is to be carried out under a contract.	(h) Whether such contract was let by tender.	(i) The estimated or contracted cost of the project.	(j) Whether the effectiveness or impact of the project has been or will be evaluated
Australian Defence Force (ADF) Tri-Service Aircrew Campaign (Pilots and Navigators)	The campaign is to achieve designated recruitment targets, to raise awareness of ADF aircrew careers, and positioning ADF aircrew careers as relevant and accessible careers in the minds of the target market.	The primary target market is senior high school students (Years 10-12), male and female, 16-18 years old.	The Minister Assisting the Minister for Defence and the Ministerial Committee for Government Communications (MCGC)	Media include: cinema, print, outdoor, internet, radio, career promotion team activity and direct marketing.	Production - Young and Rubicam Media Placement - Universal McCann	Yes	Yes	Production: \$0.06m Media: \$1.5m Total: \$1.56m	Yes
Australian Defence Force Academy (ADFA) campaign	The campaign is to achieve designated tri-service recruitment targets.	Primary target market is senior high school students (Years 10-12), male and female who are 16-18 years old. Secondary targets include schools careers advisors and parents	The Minister Assisting the Minister for Defence and the Ministerial Committee for Government Communications (MCGC)	Media include: television, press, internet, editorial, direct marketing, career promotion team activity and non-campaign print.	Production - Young and Rubicam Media Placement - Universal McCann and HMA Blaze	Yes	Yes	Production: \$0.05m Media: \$1.1m Total: \$1.15m	Yes

Project title	(a) Purpose and nature of the project.	(b) Intended recipients of the information to be communicated by the project.	(c) Who authorised the project?	(d) The manner in which the project is to be carried out.	(e) Who is to carry out the project?	(f) Whether the project is to be carried out under a contract.	(g) Whether such contract was let by tender.	(h) The estimated or contracted cost of the project.	(i) Whether the effectiveness or impact of the project has been or will be evaluated
Tri-Service Direct Entry Officer	The campaign is to achieve designated recruitment targets and to position Direct Entry Officer jobs as viable, professional and challenging careers for leaders and decision makers within the target market.	Males and females from the ages of 18 to 28 years of age.	The Minister Assisting the Minister for Defence and the Ministerial Committee for Government Communications (MCGC)	Media include: television, press, internet, editorial, direct marketing, career promotion team visits and non-campaign print.	Production – Young and Rubicam Media Placement – Universal McCann and HMA Blaze	Yes	Yes	Production: \$0.25m Media: \$3.7m Total: \$3.95m	Yes
Professional Graduate Officer and Specialist Service Officer Part Time	The campaign is to achieve designated tri-service professional Officer recruitment targets	University graduates.	The Minister Assisting the Minister for Defence and the Ministerial Committee for Government Communications (MCGC)	Media include: press, internet, editorial, direct marketing, career promotion team activity and non-campaign print.	Production – Young and Rubicam Media Placement – Universal McCann and HMA Blaze			Production: \$0.05m Media: \$0.5m Total: \$0.55m	Yes
ADF Undergraduate Officer	This campaign is to promote financially supporting university students through their study to have them commit to an ADF Officer career upon graduation.	Final year university students from a variety of disciplines.	The Minister Assisting the Minister for Defence and the Ministerial Committee for Government Communications (MCGC)	Media include: internet, editorial, direct marketing, outdoor, transit, campus promotions and visits – all within university environment only.	Production – Young and Rubicam Media Placement – Universal McCann	Yes	Yes	Production: \$0.05m Media: \$0.7m Total: \$0.75m	Yes

Project title	(a) Purpose and nature of the project.	(b) Intended recipients of the information to be communicated by the project.	(c) Who authorised the project?	(d) The manner in which the project is to be carried out.	(e) Who is to carry out the project?	(f) Whether the project is to be carried out under a contract.	(g) Whether such contract was let by tender.	(h) The estimated or contracted cost of the project.	(i) Whether the effectiveness or impact of the project has been or will be evaluated
Tri-Service Technical Trades	To recruit quality tri-service apprentice and qualified applicants to meet annual Tri-Service technical Trade enlistment targets. Additionally, critical target campaigns are included under this campaign banner.	Males and females from 17 to 35 years of age. The segmentation is divided into nine specific target groups all with unique motivators and media habits.	The Minister Assisting the Minister for Defence and the Ministerial Committee for Government Communications (MCGC)	Media include: outdoor including billboards, bus interiors, light panels and metro/superlites, press, direct marketing, career promotion activity, Internet and non-campaign press.	Production – Young and Rubicam Media Placement – Universal McCann and HMA Blaze	Yes	Yes	Production: \$0.16m Media: \$2.6m Total: \$2.76m	Yes
Army Reserve	To recruit people to the Army Reserve to various regional localities all over Australia. To maintain strong target market awareness of Army Reserve. To raise awareness of Officer positions, both Specialist and Direct Entry, Commandos, Army Reserve Trainee and Apprenticeship Program, First Appointment Course and general entry in the Army Reserve. To continue to support the local regions in their marketing efforts.	Males and females from 17 to 35 years of age. The segmentation is divided into specific target groups all with unique motivators, regional characteristics and media habits.	The Minister Assisting the Minister for Defence and the Ministerial Committee for Government Communications (MCGC)	Media include: television, press, radio, outdoor, direct marketing, units and career promotions activities and the Internet.	Production – Young and Rubicam Media Placement – Universal McCann and HMA Blaze	Yes	Yes	Production: \$0.3m Media: \$3.7m Total: \$4.0m	Yes

Project title	(a) Purpose and nature of the project.	(b) Intended recipients of the information to be communicated by the project.	(c) Who authorised the project?	(d) The manner in which the project is to be carried out.	(e) Who is to carry out the project?	(f) Whether the project is to be carried out under a contract.	(g) Whether such contract was let by tender.	(h) The estimated or contracted cost of the project.	(i) Whether the effectiveness or impact of the project has been or will be evaluated
Tri-service General Entry job recruitment including special forces – all non-campaign activity	Promoting local activities such as information sessions and Open Days. Also job specific advertising in regional and rural publications for critical trades with the aim of supplying adequate enquiries and applications nationally to meet all recruitment targets.	Various. Target market dependant upon location.	National Marketing Manager and Navy, Army and Air Force.	Display and line advertisements in press and non-campaign radio.	Production: Young and Rubicam Media Placement: HMA Blaze	Yes	Yes	Production: \$0.1m Media: \$2.03m Total: \$2.13m	Yes
Defence Reserves Initiatives	To generate employer support for the Reserves and highlight the benefits of employing Reservists.	Current and potential employers of Reservists (private and public sectors). Current and potential Reservists. Business organisations, peak bodies, industry groups.	Approved by Government.	Print media – primarily specialist magazines and other publications.	To be informed by outcomes from Horizon Research project and a submission to MCGC.	To be decided	To be decided.	Production: \$0.075m Media: \$0.425m inclusive of GST. Total: \$0.5m	Yes

BUDGET ESTIMATES, 25, 26 MAY 2005 – ANSWERS TO QUESTIONS ON NOTICE
Department of Education Science and Training

Senator Murray:

Please provide a list of all advertising projects currently being undertaken or expected to be undertaken by the department or agency in the course of 2005 where the cost of the project is estimated or contracted to be \$100 000 or more, indicating:

- (a) the purpose and nature of the project;
- (b) the intended recipients of the information to be communicated by the project;
- (c) who authorised or is to authorise the project;
- (d) the manner in which the project is to be carried out;
- (e) who is to carry out the project;
- (f) whether the project is to be carried out under a contract;
- (g) whether such contract was let by tender;
- (h) the estimated or contracted cost of the project;
- (i) whether the effectiveness or impact of project has been or will be evaluated.

The answer in relation to the Department of Education Science and Training is as follows:

List of Advertising Projects currently being undertaken or expected to be undertaken by the Department in the course of 2005 where the cost of the project is estimated or contracted to be \$100,000 or more:

The Creative Development and Media Buy for the Higher Education Reforms Campaign

- (a) the purpose and nature of the project;
 - The Creative Development and Media Buy for the Higher Education Reforms Campaign December 2004 to February 2005
- (b) the intended recipients of the information to be communicated by the project;
 - Key stakeholders in Higher Education, primarily students, parents and influencers
- (c) who authorised or is to authorise the project;
 - Dr Nelson
- (d) the manner in which the project is to be carried out;
 - Creative Development and Media Buy for the Higher Education Reforms Campaign - Newspapers, Radio, Magazines, Street Press, Internet, Indigenous Media and NESB Media.
- (e) who is to carry out the project;
 - Batey Red Cell * Creative development
 - Universal McCann Media Buy
- (f) whether the project is to be carried out under a contract;

Yes

(g) whether such contract was let by tender;

Batey Red Cell contract extension following a select tender for the New Apprenticeships Campaign

Universal McCann whole of Government Exclusive Use Contract

(h) the estimated or contracted cost of the project;

- Contracted value \$1,365,180 (GST exclusive)

(i) whether the effectiveness or impact of project has been or will be evaluated.

- Yes it has been evaluated.

** now the Campaign Palace/Red Cell*

Senate Environment, Communications, Information Technology & the Arts

Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Environment and Heritage

Budget Estimates 2005-2006, May 2005

Outcome: 1. Environment **Question No:** not numbered
Division/Agency: Portfolio Coordination and Environment Protection
Division
Topic: Advertising
Hansard Page ECITA: Written Question on Notice

Senator Murray asked:

Please provide a list of all advertising projects currently being undertaken or expected to be undertaken by the department or agency in the course of 2005 where the cost of the project is estimated or contracted to be \$100 000 or more, indicating:

- (a) the purpose and nature of the project;
- (b) the intended recipients of the information to be communicated by the project;
- (c) who authorised or is to authorise the project;
- (d) the manner in which the project is to be carried out;
- (e) who is to carry out the project;
- (f) whether the project is to be carried out under a contract;
- (g) whether such contract was let by tender;
- (h) the estimated or contracted cost of the project;
- (i) whether the effectiveness or impact of project has been or will be evaluated.

Answer/s:

There are two relevant advertising projects, relating to:

- (i) Drought Recovery Round of the Australian Government Envirofund; and
- (ii) Australian Government Community Water Grants.
 - (a)
 - (i) Advertising to promote the availability of grants from the Drought Recovery Round of the Australian Government Envirofund.
 - (ii) Promotion of the Australian Government Community Water Grants to encourage applications from eligible applicants.
 - (b)
 - (i) People living in Exceptional Circumstances declared areas.
 - (ii)
 - Schools
 - Local councils
 - Sporting clubs with outdoor grounds
 - Outdoor sports/recreational clubs eg bushwalking clubs, Girl Guides
 - Groups with a fundraising agenda eg Rotary, Lions

Contact Officer: Dale Starr

Extension No: 1959

Clearing Officer: Kevin Keeffe

Senate Environment, Communications, Information Technology & the Arts

Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Environment and Heritage

Budget Estimates 2005-2006, May 2005

- Groups with a social equity agenda eg some church groups, youth groups, rural groups
 - Community-care sector eg nursing homes, hospitals, childcare centres
 - Indigenous organisations
 - NESB community groups
- (c) The Minister for the Environment and Heritage, Senator the Hon Ian Campbell and the Minister for Fisheries, Forestry and Conservation, Senator the Hon Ian Macdonald.
- (d)
- (i) Press, radio and television (Weather Channel only).
 - (ii) Press advertising in metro, regional and suburban papers; limited Indigenous radio advertising; and direct mail.
- (e)
- (i) The project is being managed by departmental resources with Universal McCann providing media placement services.
 - (ii) KWP Advertsing
- (f)
- (i) no
 - (ii) yes
- (g)
- (i) no
 - (ii) no
- (h)
- (i) \$644,362 (GST inclusive) for media buy.
 - (ii) \$170,000 to KWP for creative including direct mail product production. \$1.6 million to Universal McCann for media buy. (All GST inclusive.)
- (i)
- (i) yes
 - (ii) yes

**Industry, Tourism and Resources Portfolio
2005-06 Budget Estimates Hearings
May/June 2005
Responses to Questions on Notice**

(To be coordinated through PM&C)

QUESTION

Senator Murray asked:

Please provide a list of all advertising projects currently being undertaken or expected to be undertaken by the department or agency in the course of 2005 where the cost of the project is estimated or contracted to be \$100 000 or more, indicating:

- (a) the purpose and nature of the project;
- (b) the intended recipients of the information to be communicated by the project;
- (c) who authorised or is to authorise the project;
- (d) the manner in which the project is to be carried out;
- (e) who is to carry out the project;
- (f) whether the project is to be carried out under a contract;
- (g) whether such contract was let by tender;
- (h) the estimated or contracted cost of the project;
- (i) whether the effectiveness or impact of project has been or will be evaluated.

ANSWER

Information on relevant advertising projects being undertaken or expected to be undertaken by the Department of Industry, Tourism and Resources is attached.

No relevant activities to report for IP Australia, Geoscience Australia and the National Offshore Petroleum Safety Authority.

DEPARTMENT OF INDUSTRY, TOURISM AND RESOURCES

Advertising projects currently being undertaken or expected to be undertaken by the Department in the course of 2005 where the cost of the project is estimated or contracted to be \$100 000

PROJECT TITLE	DETAILS				
<p>Title Invest Australia The Future is Here Global Advertising Campaign 2005 Calendar Year</p>	<p>Purpose and nature of project To raise the awareness of Australia as a competitive investment and business destination.</p> <p>Intended recipients of the information to be communicated by the project Global business audience targeting decision makers such as CEOs, Managing Directors and other high level executives.</p> <p>Who authorised or is to authorise the project Chief Executive Officer, Invest Australia.</p> <p>Manner in which the project is to be carried out Predominantly print advertising in overseas newspapers and magazines. (Bloomberg TV is the only exception.)</p> <p>Who is to carry out the project Invest Australia</p> <p>Whether the project is to be carried out under a contract Yes, Swell Design engaged to undertake graphic design and artwork for the advertisements.</p> <p>Whether such contract was let by tender Yes, Swell Design was selected from Invest Australia's panel of preferred designers which was established through a select tender process.</p> <p>The estimated or contracted cost of the project</p> <table data-bbox="470 1037 1082 1099"> <tr> <td>Advertising costs (GST n/a)</td> <td>\$2,096,810</td> </tr> <tr> <td>Creative design costs (GST incl)</td> <td>\$28,560</td> </tr> </table> <p>Whether the effectiveness or impact of project has been or will be evaluated Yes.</p>	Advertising costs (GST n/a)	\$2,096,810	Creative design costs (GST incl)	\$28,560
Advertising costs (GST n/a)	\$2,096,810				
Creative design costs (GST incl)	\$28,560				
<p>Title Advertising Campaign Structural Adjustment Fund for South Australia 2005 Calendar Year</p>	<p>Purpose and nature of project To advertise the Structural Adjustment Fund for South Australia and generate foreign direct investment for South Australia.</p> <p>Intended recipients of the information to be communicated by the project Business opinion leaders and decision makers such as CEOs, Managing Directors and other high level executives.</p> <p>Who authorised or is to authorise the project Chief Executive Officer, Invest Australia.</p> <p>Manner in which the project is to be carried out Primarily print advertising in Australian and overseas newspapers and magazines (to be supplemented in the future by online advertising) to allow for the provision of detailed information.</p> <p>Who is to carry out the project Clarity Communications</p> <p>Whether the project is to be carried out under a contract Yes, Clarity Communications engaged to develop advertising strategy, undertake creative writing and design, and to manage liaison and bookings with publications.</p> <p>Whether such contract was let by tender No</p> <p>The estimated or contracted cost of the project</p> <table data-bbox="470 1973 1013 2058"> <tr> <td>Media costs (GST incl)</td> <td>\$1,158,358</td> </tr> <tr> <td>Consultant costs (GST incl)</td> <td>\$32,890</td> </tr> </table> <p>Whether the effectiveness or impact of project has been or will be evaluated Yes.</p>	Media costs (GST incl)	\$1,158,358	Consultant costs (GST incl)	\$32,890
Media costs (GST incl)	\$1,158,358				
Consultant costs (GST incl)	\$32,890				

PROJECT TITLE	DETAILS				
<p>Title AusIndustry Branding An ongoing schedule of branding advertising approved by the Ministerial Committee on Government Communications 2005 Calendar Year</p>	<p>Purpose and nature of project To raise and maintain awareness of Australian Government programs available to support businesses.</p> <p>Intended recipients of the information to be communicated by the project Australian businesses which are eligible for the Australian Government's business assistance programs through AusIndustry. Project also intended to reach stakeholders and multipliers who will pass on the information.</p> <p>Who authorised or is to authorise the project Project is ongoing and has been endorsed by the Ministerial Committee on Government Communications. Approval for funds expenditure is with the delegate within AusIndustry.</p> <p>Manner in which the project is to be carried out The project will comprise print advertising in national/state/regional newspapers; trade and business magazines; and electronic media.</p> <p>Who is to carry out the project The project will be undertaken as part of the Australian Government's Central Advertising System. Universal McCann and HMA Blaze (the Australian Government's Master Media Agencies) will undertake the project. No creative advertising agency will be used this calendar year as it is part of an on-going project.</p> <p>Whether the project is to be carried out under a contract The project is part of the Australian Government's Central Advertising System and is therefore covered by the contractual arrangements that apply for that system.</p> <p>Whether such contract was let by tender Yes, the Australian Government's Central Advertising agencies were selected by tendering arrangements of the Government Communications Unit in PM&C.</p> <p>The estimated or contracted cost of the project</p> <table data-bbox="470 1131 1157 1198"> <tr> <td>Media Placement (GST excl)</td> <td>\$311,000</td> </tr> <tr> <td>Production (graphic design only) (GST excl)</td> <td>\$23,000</td> </tr> </table> <p>Whether the effectiveness or impact of project has been or will be evaluated Yes.</p>	Media Placement (GST excl)	\$311,000	Production (graphic design only) (GST excl)	\$23,000
Media Placement (GST excl)	\$311,000				
Production (graphic design only) (GST excl)	\$23,000				

Department of Family and Community Services answer:

• ***Violence Against Women. Australian Says No Campaign***

- a) The *Violence Against Women. Australia Says NO* campaign was developed to raise community awareness of the issues of domestic violence and sexual assault.
- b) The *Violence Against Women. Australia Says NO* campaign targets 16 to 39 year olds.
- c) Senator the Hon Kay Patterson, Minister for Family and Community Services and the Minister Assisting the Prime Minister on Women's Issues.
- d) The *Violence Against Women. Australia Says NO* campaign consists of television, magazine, cinema, Indigenous and ethnic press and convenience advertising.
- e) Grey Worldwide Pty Ltd.
- f) Yes.
- g) Yes.
- h) Estimated advertising agency and production costs are \$217,200. Media costs are \$6,199,366.28. All figures include GST.
- i) It is currently planned for the campaign to undergo a formal evaluation after the November 2005 series of advertisements.

• ***More Help For Families Campaign***

January 2005 – for potential and current family assistance customers

- a) To increase awareness of family assistance by promoting "The What, Why and How of Family Assistance" booklet.
- b) Potential and current family assistance customers.
- c) Minister Patterson.
- d) Newspaper, radio and magazine advertisements.
- e) Whybin's TBWA and Partners.
- f) Yes.
- g) Yes.
- h) \$75,462 (ex GST) for advertising agency. \$1,787,022 (ex GST) for media buy.
- i) Yes.

• ***More Help For Families Campaign (continued)***

June 2005 – for current Family Tax Benefit and Child Care Benefit customers

- a) To promote the importance of updating family assistance income estimates.
- b) Current Family Tax Benefit and Child Care Benefit customers were the target audience.
- c) Minister Patterson.
- d) Newspaper advertisements.
- e) Whybin's TBWA and Partners.
- f) Yes.
- g) Yes.
- h) \$112,961 (ex GST) for advertising agency. \$1,333,711 (ex GST) for media buy.
- i) Yes.

June 2005 – for Indigenous families

- a) To increase awareness of family assistance.
- b) Indigenous families.
- c) Minister Patterson.
- d) Newspaper and radio advertisements
- e) No advertising agency was involved.
- f) Not applicable.
- g) Not applicable.
- h) \$256,769 (ex GST) for media buy.
- i) Yes.

October 2005 – for non-English speaking background families

- a) To increase awareness of family assistance.
- b) Non-English speaking background families.
- c) Minister Patterson.
- d) Newspaper and radio advertisements.
- e) No advertising agency will be involved.

- f) Not applicable.
- g) Not applicable.
- h) \$265,750 (ex GST) for media buy.
- i) Yes.

- ***Keeping the System Fair Campaign***

- a) Concept development and creative management for voluntary compliance campaign.
- b) All Centrelink customers except those receiving Family Tax Benefit and Child Care Benefit.
- c) Senator the Hon Kay Patterson, Minister for Family and Community Services.
- d) Television, Press, Radio, Internet, Direct Mail.
- e) Vinten Browning.
- f) Yes.
- g) No.
- h) \$245,781.41 (GST inclusive) for advertising agency.
- i) The overall campaign will be evaluated by DEWR, which assumed responsibility for the project from 1 July 2005.

BUDGET ESTIMATES, 25, 26 MAY 2005 – ANSWERS TO QUESTIONS ON NOTICE
Department of Foreign Affairs and Trade

Senator Murray asked the following question during the Budget Estimates hearing in May/June 2005:

- (1) Please provide a list of all advertising projects currently being undertaken or expected to be undertaken by the department or agency in the course of 2005 where the cost of the project is estimated or contracted to be \$100 000 or more, indicating:
- (a) the purpose and nature of the project;
 - (b) the intended recipients of the information to be communicated by the project;
 - (c) who authorised or is to authorise the project;
 - (d) the manner in which the project is to be carried out;
 - (e) who is to carry out the project;
 - (f) whether the project is to be carried out under a contract;
 - (g) whether such contract was let by tender;
 - (h) the estimated or contracted cost of the project;
 - (i) whether the effectiveness or impact of project has been or will be evaluated.

Department of Foreign Affairs and Trade

Answer

- (a) The three year smartraveller public information campaign was officially launched by Mr Downer on 7 September 2003. The campaign is in place to:
- increase public awareness of the Department's travel advisories and encourage all Australians to consult them as a routine part of their international travel preparations
 - promote the role of travel advisories as a source of accurate and impartial travel information for all Australians
 - increase awareness that it is the responsibility of each traveller to minimise their risk while travelling overseas.
- (b) All Australians. Primary target audiences are overseas travellers, people planning to travel overseas and members of the travel industry.
- (c) The Minister for Foreign Affairs
- (d) The campaign consists of television, print and internet advertising.
- (e) KWP is contracted to provide the smartraveller creative. Universal McCann is responsible for media placements.
- (f) Yes
- (g) Yes
- (h) In 2005, the estimated cost of the smartraveller advertising is: \$2,269,654 (GST Inclusive)
- (i) Yes

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

Budget Estimates 2005-2006, 1 & 2 June 2005

Question: E05-236

OUTCOME: Whole of Portfolio

Topic: ADVERTISING PROJECTS

Written Question on Notice

Senator Murray asked:

Please provide a list of all advertising projects currently being undertaken or expected to be undertaken by the Department or agency in the course of 2005 where the cost of the project is estimated or contracted to be \$100,000 or more, indicating:

- a) the purpose and nature of the project;
- b) the intended recipients of the information to be communicated by the project;
- c) who authorised or is to authorise the project;
- d) the manner in which the project is to be carried out;
- e) who is to carry out the project;
- f) whether the project is to be carried out under a contract;
- g) whether such a contract was let by tender;
- h) the estimated or contracted cost of the project;
- i) whether the effectiveness or impact of the project has been or will be evaluated.

Answer:

The response is provided at Attachment A.

DEPARTMENT OF HEALTH AND AGEING
Response to June 2005 Senate Estimates Question E05-236 from Senator Andrew Murray

Current advertising projects (only include projects over \$100,000)

Project title	(a) Purpose and nature of the project.	(b) Intended recipients of the information to be communicated by the project.	(c) Who authorised the project?	(d) The manner in which the project is to be carried out.	(e) Who is to carry out the project?	(f) Whether the project is to be carried out under a contract.	(g) Whether such contract was let by tender.	(h) The estimated or contracted cost of the project.	(i) Whether the effectiveness of impact of the project has been or will be evaluated
National Illicit Drug campaign	Raise awareness of the harms associated with illicit drug use	<ul style="list-style-type: none"> Youth 12-18 Parents and carers General community 	Minister for Health and Ageing	Television, cinema, print, radio (NESB and Indigenous) and internet advertising	Universal McCann – media buy Batey Red Cell - creative agency	Yes Yes	Yes Yes	\$9.951 million	Yes
Go for 2&5 Nutrition campaign	To provide consumer friendly and evidence-based information to assist in improving nutrition for children and families	Parents and carers of children and youth (0-17 years)	Prime Minister under the 'Building a Healthy, Active Australia' initiative Minister for Health and Ageing	Television, press, radio (NESB), internet and outdoor advertising	Universal McCann – media buy The 303Group – creative agency	Yes Yes	Yes No – agency selected as preferred supplier as they developed the original concept for WA Department of Health	\$4.13 million	Yes
Regular Physical Activity campaign	To provide consumer friendly and evidence-based information to assist in improving physical activity levels for children and families	<ul style="list-style-type: none"> Children (5-12 years) Youth (13-17 years) Parents and carers of children and youth (0-17 years) 	Prime Minister under the 'Building a Healthy, Active Australia' initiative Minister for Health and Ageing	Mass media advertising (mediums to be finalised)	Universal McCann – media buy Creative advertising agency TBA – select tender process currently underway	Yes Yes	Yes Yes (contract still to be let)	\$5.016 million	Yes

Details correct at the time question was asked and response prepared.

QUESTION TAKEN ON NOTICE

BUDGET ESTIMATES HEARING: 23 May 2005

IMMIGRATION AND MULTICULTURAL AND INDIGENOUS AFFAIRS PORTFOLIO

Output: Internal Product

Senator Murray asked:

Please provide a list of all advertising projects currently being undertaken or expected to be undertaken by the department or agency in the course of 2005 where the cost of the project is estimated or contracted to be \$100 000 or more, indicating:

- (a) the purpose and nature of the project;
- (b) the intended recipients of the information to be communicated by the project;
- (c) who authorised or is to authorise the project;
- (d) the manner in which the project is to be carried out;
- (e) who is to carry out the project;
- (f) whether the project is to be carried out under a contract;
- (g) whether such contract was let by tender;
- (h) the estimated or contracted cost of the project;
- (i) whether the effectiveness or impact of project has been or will be evaluated.

Answer:

The table at Attachment A provides a detailed response to the above question.

ATTACHMENT A

Purpose And Nature a	Intended Recipients b	Authorisation c	Manner d	Organisation e	Contract f	Tender g	Cost h	Evaluation i
Ongoing Government Advertising for Australian Citizenship	Eligible Australian residents who have not taken out Australian Citizenship	Minister for Citizenship & Multicultural Affairs	Television - Metropolitan, Regional, SBS & Pay. NESB Radio. Press - Metropolitan, Regional & NESB. Magazines. Internet.	Universal McCann, Coote Brisbane	Yes	Yes	\$110,000 for ongoing use of talent in advertising. \$2.07M estimated for media in 2005 (GST incl)	Yes
Raise consumer awareness of the regulation of migration agents	Those consumers most likely to be at risk from less scrupulous migration agents	Minister for Citizenship & Multicultural Affairs	Television campaign (SBS) Newspaper campaign (community newspapers)	Television campaign is carried out by Initiative Media Australia Pty Ltd Newspaper campaign is carried out by Leba Advertising (Aust) Pty Ltd	No	No	Estimated cost of the television campaign for 2005 is \$70,000 (incl GST) Estimated cost of newspaper campaign for 2005 is \$53,300 (incl GST)	No

Senate Rural and Regional Affairs and Transport Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Transport and Regional Services

Department of Transport and Regional Services

Consideration of Senate Budget Estimates May 2005

Question No.: CORP 29

Topic: Government Advertising

Hansard Page: Not applicable

Output: Corporate Services – Communications Services

Senator Murray asked:

Please provide a list of all advertising projects currently being undertaken or expected to be undertaken by the department or agency in the course of 2005 where the cost of the project is estimated or contracted to be \$100 000 or more, indicating:

- (a) the purpose and nature of the project;
- (b) the intended recipients of the information to be communicated by the project;
- (c) who authorised or is to authorise the project;
- (d) the manner in which the project is to be carried out;
- (e) who is to carry out the project;
- (f) whether the project is to be carried out under a contract;
- (g) whether such contract was let by tender;
- (h) the estimated or contracted cost of the project;
- (i) whether the effectiveness or impact of project has been or will be evaluated.

Answer:

Only one advertising project with a cost of more than \$100,000 has been undertaken or is expected to be undertaken in 2005.

- a) To raise awareness and use of the Green Vehicle Guide (GVG) amongst new car buyers.

- b) The intended recipients of the GVG advertising campaign message are people who have bought a new car in the last two years or intend to buy a car in the next two years.
- c) The General Manager, Transport Integration and Reform Branch, Maritime and Land Transport Division authorised the project.
- d) The campaign used print and internet advertising.
- e) Grey Worldwide has been contracted to provide creative advertising services for the project and Universal McCann provided media planning and placement services.
- f) Yes.
- g) Yes.
- h) The cost of the advertising project was \$609,254 including GST.
- i) Yes the advertising project will be evaluated.

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio Budget Estimates 2005

Topic: Advertising Projects undertaken in 2005
Hansard Page: Written

Senator Murray asked:

Please provide a list of all advertising projects currently being undertaken or expected to be undertaken by the department or agency in the course of 2005 where the cost of the project is estimated or contracted to be \$100 000 or more, indicating:

- (a) the purpose and nature of the project;
- (b) the intended recipients of the information to be communicated by the project;
- (c) who authorised or is to authorise the project;
- (d) the manner in which the project is to be carried out;
- (e) who is to carry out the project;
- (f) whether the project is to be carried out under a contract;
- (g) whether such contract was let by tender;
- (h) the estimated or contracted cost of the project;
- (i) whether the effectiveness or impact of project has been or will be evaluated.

Answer:

Australian Bureau of Statistics

One advertising project was undertaken by the Australian Bureau of Statistics in 2005 where the cost was \$100,000 or more.

- (a) Design, production and installation of a conference display including multimedia DVD.
- (b) Delegates of the International Statistical Institute conference (statisticians, academics, researchers) held in April 2005.
- (c) Dr Siu-Ming Tam, First Assistant Statistician, Information Management and Census Division, Australian Bureau of Statistics.
- (d) 6x3 metre display wall and 2.4 metre tower containing plasma screen

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio Budget Estimates 2005

to run DVD.

- (e) The Couch Design.
- (f) Yes.
- (g) Limited quotes sought (3).
- (h) Advertising agency - \$0
Design and production - \$103,257 (GST inclusive)
Media - \$0.
- (i) Yes.

Australian Competition & Consumer Commission

The Australian Competition and Consumer Commission (ACCC) has only one advertising project expected to cost more than \$100,000 in 2005. The details sought are provided below:

- (a) As part of court enforceable undertakings offered by Philip Morris Limited and British American Tobacco Limited pursuant to section 87B of the *Trade Practices Act 1974*, a fund of \$8m has been established to undertake a consumer awareness project. The project is to address the ACCC's concerns that Australian tobacco companies allegedly represented to Australian smokers that smoking "light", "mild" and other Low Yield cigarettes (low tar and nicotine levels) provided some health and other benefits when compared to Regular (High Yield) cigarettes.
- (b) smokers, particularly smokers of Low Yield cigarettes.
- (c) The Parliamentary Secretary to the Treasurer will seek approval for the advertising campaign from the Ministerial Committee on Government Communications.
- (d) primarily television, press and radio, with other media as appropriate.
- (e) It is likely that a restricted tender process will be undertaken to appoint a suitable advertising agency.
- (f) Yes.
- (g) Yes.
- (h) The project has a total budget of \$8m.
- (i) Yes.

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio
Budget Estimates 2005

Australian Office of Financial Management

Nil

Australian Securities and Investments Commission

Nil

Corporations and Markets Advisory Committee

Nil

Inspector-General of Taxation

Nil

National Competition Council

Nil

Productivity Commission

Nil

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio
Budget Estimates 2005

Australian Taxation Office

Current advertising/public information projects (only include advertising projects over \$100,000)

Project title	(a) Purpose and nature of the project.	(b) Intended recipients of the information to be communicated by the project.	(c) Who authorised the project?	(d) The manner in which the project is to be carried out.	(e) Who is to carry out the project?	(f) Whether the project is to be carried out under a contract.	(g) Whether such contract was let by tender.	(h) The estimated or contracted cost of the project. (All costs are GST inclusive)	(i) Whether the effectiveness or impact of project has or will be evaluated.
Choice of Superannuation Fund	To raise awareness among employers and employees of the super choice measure	Employer, Employees and intermediaries.	Ministerial Committee on Government Communication	Television Print Radio Outdoor Internet	1. Advertising Agency – Campaign Palace 2. Media Placement – Universal McCann	Yes	Yes	1. Advertising production - \$1.075M 2. Advertising agency fee - \$0.645M 3. Media placement - \$13.538M	Yes
Superannuation Co-contribution (Phase II)	To raise awareness and communicate changes to the eligibility criteria of Super co-contribution	Employees and intermediaries.	Ministerial Committee on Government Communication	Television Print Internet	1. Advertising Agency – Campaign Palace 2. Media Placement – Universal McCann	Yes	Yes	1. Advertising production - \$0.166M 2. Advertising agency fee - \$0.202M 3. Media placement - \$3.5M	Yes
30% Child Care Tax Rebate	To raise awareness of the 30% Child Care Tax Rebate	Approved child care providers, families with children in approved care, families who may be eligible to receive the rebate	Minister for Revenue and Assistant Treasurer Mal Brough	Print Radio	Media Placement – hma Blaze	Yes	Yes	Media placement - \$0.756M	Yes

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Budget Estimates 2005

e-tax	To raise awareness of the online tax return lodgement system	and Tax Agents Taxpayers aged 24 years or less that lodged in 2004 via Tax Pack New or first time lodgers	Deputy Commissioner Personal Tax & Assistant Commissioner Personal Tax, Marketing & Education	Print Radio Internet	Media Placement – Ihuma Blaze	Yes	Yes	Media placement \$0.330M	Yes
Charities	To communicate that charities' tax status is displayed on the Australian Business Register (ABR)	General public, specifically persons interested in charities	Assistant Commissioner Small Business	Print Radio	Media Placement – Ihuma Blaze	Yes	Yes	Media placement \$0.136M	Yes
Business Portal	To encourage businesses to lodge their BAS online using the Business Portal	Quarterly BAS self-lodgers with annual turnover of less than \$20M	Deputy Commissioner ATO Relations	Print Radio	Media Placement – Ihuma Blaze	Yes	Yes	Media placement \$0.572M	Yes
Online services	To encourage businesses to use the Tax Office's online services to manage their business tax affairs	Micro and SME businesses	Deputy Commissioner ATO Relations	Print Radio Internet	Media Placement – Ihuma Blaze	Yes	Yes	Media placement \$1.3M	Yes
BAS	To remind	Micro and SME	Assistant	Print	Media Placement –	Yes	Yes	Media placement	Yes

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio
Budget Estimates 2005

	businesses to lodge and pay their quarterly activity statement by the due date	businesses	Commissioner Publishing	Radio	hma Blaze				Feb 05 - \$0.392M Apr 05 - \$0.235M Jul 05 - \$0.204M	
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Planned advertising/public information for 2005 (only include advertising projects over \$100,000 approved by your Minister)

Project title	(a) Purpose and nature of the project.	(b) Intended recipients of the information to be communicated by the project.	(c) Who is to authorise the project.	(d) The manner in which the project is to be carried out.	(e) Who is to carry out the project?	(f) Whether the project is to be carried out under a contract.	(g) Whether such contract was let by tender.	(h) The estimated or contracted cost of the project.	(i) Whether the effectiveness or impact of project has or will be evaluated.
Online services	To encourage businesses to use the Tax Office's online services to manage their business tax affairs	Micro and SME businesses	Deputy Commissioner ATO Relations	Print Radio Internet	Media Placement -- hma Blaze	Yes.	Yes	Media placement \$0.400M	Yes
BAS	To remind businesses to lodge and pay their quarterly activity statement by the due date (28 Feb, 28 Apr, 28 Jul & 28 Oct)	Micro and SME businesses	Assistant Commissioner Publishing	Print Radio	Media Placement -- hma Blaze	Yes	Yes	Media placement Oct 05 - \$0.200M	Yes

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Budget Estimates 2005

Treasury

	Questions on Notice	Answer # 1.	Answer # 2.
(a)	The purpose and nature of the project;	The purpose was to respond to inaccurate claims made by the Western Australian Government with respect to Commonwealth-State financial relations and to inform Western Australians about the Australian Government's financial contribution to Western Australia and the abolition of inefficient state taxes under the <i>Intergovernmental Agreement on the Reform of Commonwealth-State Financial Relations</i> .	Consistent with an Australian Government election commitment in 2004, the Treasury will conduct a national information and awareness-raising campaign to heighten consumer interest in the issue of financial literacy, to raise awareness of the benefits of improved financial literacy, and to encourage consumers to engage directly and immediately with financial literacy information, programmes and resources.
(b)	The intended recipients of the information;	Western Australians.	The information campaign is a whole of community initiative.
(c)	Who authorised or is to authorise the project;	General Manager, Commonwealth-State Relations Division, The Treasury as part of a budget measure; Commonwealth – State Financial Relations - Information for the Public.	The Australian Government, under the 2004 Election Policy: <i>Super for All and Understanding Money</i> ; and the 2005-06 Budget.
(d)	The manner in which the project is to be carried out;	Placement of public information notices in The Australian, The Weekend Australian, the West Australian and the Sunday Times.	The project is yet to be developed.
(e)	Who is to carry out the project;	The public information notices were placed by HMA Blaze.	The Treasury will oversee the project. The tender process is yet to commence.
(f)	Whether the project is to be carried out under a contract;	The public information notices were placed by HMA Blaze under a four-year contract between the Commonwealth of Australia (represented by the Department of Prime Minister and Cabinet) and HMA Blaze.	All components of the project will be carried out under contract.
(g)	Whether such contract was let by tender;	Yes.	The tender process is yet to commence.
(h)	The estimated or contracted cost of the project;	\$115,194.	In the 2005-06 Budget context, the Government allocated \$13 million for a financial literacy information programme.
(i)	Whether the effectiveness or impact of the project has been or will be evaluated.	No.	In accordance with Government Communications Unit requirements, the project is likely to be evaluated.

BUDGET ESTIMATES, 25, 26 MAY 2005 - ANSWERS TO QUESTIONS ON NOTICE
Department of Veterans' Affairs

Senator Murray:

Please provide a list of all advertising currently being undertaken or expected to be undertaken by the department or agency in the course of 2005 where the cost of the project is estimated or contracted to be \$100 000 or more, indicating:

- (a) the purpose and nature of the project;
- (b) the intended recipient of the information to be communicated by the project;
- (c) who authorised or is to authorise the project;
- (d) the manner in which the project is to be carried out;
- (e) who is carrying out the project;
- (f) whether the project is to be carried out under a contract;
- (g) whether such contract was let by tender;
- (h) the estimated or contracted cost of the project;
- (i) whether the effectiveness of impact of the project has been or will be evaluated.

The answer from the Department of Veterans' Affairs is:

One advertising project over \$100 000 has been undertaken during 2005.

- (a) Commemorating Australia's Military History 2005. The three components were:
 - promote community awareness of Victory in the Pacific (VP) Day on 15 August;
 - eligibility for the 60th anniversary of the end of World War II commemorative medallion; and
 - the national *Salute to Veterans* on 13-15 August 2005.
- (b) Australian veteran communities and the general community.
- (c) Ministerial Committee on Government Communication authorised the community service announcements for VP Day. The other two components did not require authorisation.
- (d) VP Day – community service announcements and print media advertisements.
Commemorative medallions – print media advertisements.
Salute to Veterans – print media advertisements.
- (e) VP Day community service announcements – Young & Rubicam, Orima Research
VP Day print media advertisements – HMA Blaze
Commemorative medallions – HMA Blaze
Salute to Veterans – HMA Blaze and Nuance Multimedia Australia
- (f) Yes

- (g) HMA Blaze is the approved Government media buying contractor for advertising. Orima was already contracted to conduct veteran satisfaction surveys. Young and Rubicam were engaged in accordance with Government contracting policy in consultation with the Government Communications Unit. No tender process was required for Nuance Multimedia as they are the sole advertising agents for *Wartime* Magazine.
- (h) Total for the three components was \$232 067.55.
- (i) Yes. Orima Research has provided a report to the Department on its evaluation of the community service announcements.