

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

**Written question reference:** CC41a-p

**Outcome/Output:** Outcome 1, Output Group 1.1 – Response to climate change

**Topic:**

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

**Question:** (Senator Johnston)

I refer to the climate change advertising campaign which had a budget of \$13.95 million. In answers to the last Estimates (F&PA 127 and 129) we were told that \$5,150,440.90 remained unspent. The official response we received said that media placements worth \$15,447 for last October had been cancelled and that, quote: “the campaign objectives of raising awareness of the impacts of climate change and the CPRS so Australians could ‘have their say’ were unlikely to be enhanced by further advertising at that time”

- a) What do you mean when you say the adverts “were unlikely to be enhanced by further advertising at that time”?
- b) Was that a reflection that the advertising campaign was a flop?
- c) Does the department consider the advertising campaign was a raging success?

In a recently received Estimates answer, we were told that an evaluation of the campaign had not been completed.

- d) Has it been completed?
- e) What did it find?
- f) Was it successful?
- g) Did it recommend the advertising be terminated?
- h) Or has the campaign been prematurely scrapped?
- i) Will it be revived?
- j) Has there been an analysis on the effectiveness or success of this campaign?
- k) If yes, please provide details
- l) Please provide a copy.

We were told that of the \$13.95 million budgeted for this media campaign, only \$8.8 million had been spent.

- m) What has happened to the rest of the money

In the same Estimates answers I referred to earlier, they revealed for the first time that the government had spent the following:

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
- n) Have any of these figures changed since then?
  - o) If so, why? Please provide full details

**Answer:**

- a) The Government's media buyer, Universal McCann, advised the Department that the campaign had received strong support from media outlets and had achieved strong audience reach. As well as the planned media buy, Universal McCann secured an additional \$2,327,548 million worth of bonus advertising spots across television, newspapers, magazines, radio, outdoor and internet. The Department therefore decided it was not necessary to continue with the remaining print (newspapers and magazines) advertising.
- b) No. The advertising campaign achieved its objectives.
- c) The campaign raised awareness of key impacts of climate change and of the Carbon Pollution Reduction Scheme and invited the community to "Have their say".
- d)-l) As indicated previously to the Committee the Department is in the process of undertaking an evaluation of the campaign.
- m) The remaining funds for the campaign are unspent.
- n) No.
- o) Not applicable.