

Standing Committee on Finance and Public Administration

ANSWER TO QUESTION ON NOTICE

Budget Estimates Hearing – May 2010

Finance and Deregulation Portfolio

Outcome General, Program General

Topic: Communications programs

Question reference number: F84

Type of Question: Written

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Senator Ryan asked:

- a) What communications programs has the Department/Agency undertaken since additional estimates and what communications programs are planned to be undertaken?
- b) For each program, what is the total spend?

Answer:

The Australian Electoral Commission (AEC) is the only part of the Finance and Deregulation Portfolio that undertook communications programs since Additional Estimates on 9 February 2010.

- a) The AEC undertook the 'Enrol to Vote Week 2010' communication program between 10 February and 27 May 2010.

Communications programs that the AEC plan to commence post 27 May 2010 include:

- 'Rock Enrol' launched in the week commencing 31 May 2010 which is a joint initiative between ABC's national youth radio station Triple J and the Australian Electoral Commission.
- 'Famous People Vote Too' was launched on 8 June 2010. It is a new media and public relations campaign promoting enrolment, particularly to the 18-39 age group.
- An online advertising campaign commenced in the week of 7 June 2010 that includes the use of digital banners and Google sponsored ads to encourage people to enrol and check their enrolment online.
- The AEC has collaborated with popular free-postcard company, Avant Card, to develop two campaigns to promote enrolling to vote that will commence from 16 June 2010.

When the Federal election is announced, the AEC will launch its usual information campaign across all media, including on-line.

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b) The total expenditure or estimated costs, (as appropriate), for each program is listed below:

Program	Total Expenditure
Enrol to Vote Week 2010	\$21, 636
Avant card postcard campaign	\$49,632
Rock Enrol campaign	\$3,370
Program	Estimated costs
Famous People Vote Too	\$227,272
Online advertising campaign	\$315,118