

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
BUDGET ESTIMATES 2012-13

Finance and Deregulation Portfolio

Department / Agency: Department of Finance and Deregulation
Outcome/Program: General
Topic: Government Advertising

Senator: Ryan

Question reference number: F100

Type of question: Written

Date set by the committee for the return of answer: Friday, 6 July 2012

Number of pages: 2

Question:

- a) What was the total cost of all advertising for the financial year to date?
- b) Is the advertising campaign or non-campaign advertising? Provide details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services.
- c) Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.
- d) Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.
- e) Did the Advertising comply with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies? Provide the details for each advertising item.
- f) Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
- g) What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answer:

- a) During 2011–12 total expenditure for advertising over the reporting threshold of \$11,900 (including GST), was \$756,551. To provide a level of detail below the reporting threshold would involve an unreasonable diversion of departmental resources.

b) All advertising was non-campaign. Advertising expenditure 2011-12 in table below:

Business	Purpose	Total Spend
Australian Public Service Commission	Public Service Gazette 2011-12 subscription	\$24,114
Unimail Pty Ltd	2013 Graduate Program advertising and marketing	\$26,961
Adcorp Australia Limited	Information notices, Recruitment, tender and office relocation advertising (\$600,289 for Outcome 3).	\$705,476
	Total payments over \$11,900	\$756,551

c) No.

d) No.

e) N/A.

f) Information notice for Cornwell type claims and Commonwealth Superannuation Scheme entitlement; Adcorp Australia Limited; \$25,927.

g) Non-campaign advertising is currently being undertaken and planned for:

- the department's ICT Entry-level Programs;
- for the Australian Government ICT Awards program;
- the Moorebank Intermodal Terminal Project; and
- Finance will continue to advertise job vacancies.

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
BUDGET ESTIMATES 2012-13

Finance and Deregulation Portfolio

Department / Agency: Australian Electoral Commission

Outcome/Program:

Topic: Government Advertising

Senator: Ryan

Question reference number: F100

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- g) What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answer:

- a) For the period 1 July 2011 to 30 April 2012 the AEC spent \$419,405 on advertising.
- b) The costs are:

- i. Non-campaign advertising placement with Adcorp (\$253,337). This includes advertising placement associated with recruitment or other public notices.
 - ii. Advertising placement by Universal McCann (\$32,831) for a small radio based enrolment campaign, and some print advertisements.
 - iii. Advertising preparation services by the AEC's creative agency BMF advertising (\$133,237) for election advertising and some other work in developing materials associated with the 100th anniversary of compulsory enrolment.
- c) The AEC is exempt from compliance with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*, and was exempt from previous whole-of-government approval processes. As part of its exemption status, the AEC adheres to the underlying principles of the Guidelines to the extent that they apply, uses the Central Advertising System, selects communications consultants drawn from the Communications Multi User List administered by the Department of Finance and Deregulation (Finance), and provides responses for the 'Biannual Reports on Campaign Advertising by Australian Government Departments and Agencies'. AEC communications officers maintain a working relationship with the Communications Advice Branch (CAB) within Finance. The AEC seeks advice from CAB on consultant inclusion in AEC select tenders.
- d) N/A.
- e) Refer to response at c) regarding the AEC's exemption status. The recent Australian National Audit Office report into the *Administration of Government Advertising Arrangements: March 2010 to August 2011* concluded the AEC's 2010 federal election campaign complied with the underlying principles of the Guidelines to the extent that they applied to the AEC, but recommended the AEC document this in the future. The AEC has agreed to this recommendation.
- f) Promotional and production services by Carbon Media (\$78,355) in support of the Indigenous Electoral Participation Program.
- g) On 29 May 2012 the AEC commenced a national enrolment campaign entitled *Count me in* to prompt eligible electors to enrol or update their details. As part of the campaign, the AEC is sending a postcard to all Australian households. This activity is being supported by a digital campaign including online banner and search advertising and a Facebook page. Community radio advertising also forms part of the current program.

The AEC is planning to undertake advertising at the next federal election.

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
BUDGET ESTIMATES 2012-13

Finance and Deregulation Portfolio

Department / Agency: ComSuper

Outcome/Program:

Topic: Government Advertising

Senator: Ryan

Question reference number: F100

Type of question: Written

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Number of pages: 2

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- f) Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
- g) What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answer:

- a) ComSuper's total cost of all advertising for the financial year to date is \$1,672 (GST inclusive).
- b) It was non-campaign advertising.
 - i. ComSuper's White pages listing

- ii. Total spend is \$1,672 (GST inclusive)
- iii. Telstra provides the service.
- c) No.
- d) No.
- e) N/A.
- f) Nil.
- g) ComSuper is planning to continue to advertise in the White pages.

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
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Finance and Deregulation Portfolio

Department / Agency: Commonwealth Superannuation Corporation
Outcome/Program: General
Topic: Government Advertising

Senator: Ryan

Question reference number: F100

Type of question: Written

Date set by the committee for the return of answer: Friday, 6 July 2012

Number of pages: 1

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- g) What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answer:

- a) Nil.
- b) N/A.
- c) No.
- d) No.
- e) N/A.
- f) Nil.
- g) Nil.

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
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Finance and Deregulation Portfolio

Department / Agency: Future Fund Management Agency

Outcome/Program:

Topic: Government Advertising

Senator: Ryan

Question reference number: F100

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- g) What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answer:

- a) For the period 1 July 2011 to 30 April 2012 - \$6,693.
- b) Non-campaign.
- c) No.

- d) No.
- e) N/A.
- f) None.
- g) The agency assesses the need for recruitment advertising on a position-by-position basis with a view to attracting suitable high quality candidates to vacant roles.