

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
BUDGET ESTIMATES 2012-2013

Finance and Deregulation Portfolio

Department/Agency: Australian Electoral Commission

Outcome/Program: Outcome 1

Topic: Count Me In advertising campaign

Senator: Ryan

Question reference number: F86

Type of question: Hansard, F&PA Committee, Pages 104-105, 23 May 2012

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

Number of pages: 1

Question:

Appreciating that some of this will be commercial in confidence, is it possible to get a description of the components of the campaign—the balance between social media advertising and standard web advertising, and the costs of things like editorial content, preparation of advertisements versus the cost of actually paying AdSense and Google and all of those people that actually do it?

Answer:

The total online advertising spend for the Count Me In campaign, contract No.CN516462, is \$1,000,000.00 including GST.

The AEC has allocated:

- 10% to social media i.e. Facebook
- 90% to search engine advertising and online banners advertising
- Editorial content is not a component of the spend

The production cost of preparing the advertisements was \$21,627.10 (incl GST) plus consultant's head hours.