

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
BUDGET ESTIMATES 2013-2014

Finance and Deregulation Portfolio

Department/Agency: Department of Finance and Deregulation

Outcome/Program:

Topic: Government Advertising

Senator: Ryan

Question reference number: F79

Type of question: Written

Date set by the committee for the return of answer: Friday, 12 July 2013

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) \$295,823
- b) **Non-campaign. Advertising expenditure for the period 1 July 2012 to 30 April 2013 see table below.**

Business	Purpose	Total spend
Adcorp Australia Ltd	To announce change of policy – moving recruitment advertising from print to online	\$19,104
Adcorp Australia Ltd	Recruitment advertising	\$220,881
GWS Personnel Pty Ltd	Recruitment – Administered	\$ 6,363
University of Canberra	Promotional emails and graduate program marketing	\$650
Australian National University	Marketing and recruitment	\$620
Computer Science Students Association	Marketing and recruitment	\$250
Ross Human Directions	Recruitment advertising	\$6,364
Hays	Recruitment advertising	\$16,091
Cherry Solutions	Recruitment advertising	\$10,000
Cox Purtell Staffing Services	Recruitment advertising	\$10,000
Randstad Limited	Recruitment advertising	\$5,500
	Total	\$295,823

c) – f) Refer to the response at F72 at the October 2012 Supplementary Budget Estimates

g) Nil

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ANSWERS TO QUESTIONS ON NOTICE
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Finance and Deregulation Portfolio

Department/Agency: Australian Electoral Commission

Outcome/Program: General

Topic: Advertising

Senator: Ryan

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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 2012 to 30 April 2013, the AEC spent \$540,332 on advertising.

b)

Business	Purpose	Total spend
Adcorp	Placement of (non-campaign) advertisements including recruitment notices and other public notices.	\$287,106
Cultural Perspectives	Communication services by the AEC's culturally and linguistically diverse communication consultant for preparation of election advertising (campaign) and some other work in developing materials for the Count Me In campaign (campaign).	\$45,694
Cox Inall Ridgeway	Communication services by the AEC's Indigenous communications consultant, on Count Me In (Centenary activities) (campaign)	\$19,532
BMF Advertising	Advertising preparation services by the AEC's creative agency for election advertising (campaign), referendum advertising (campaign) and other work in developing materials for the Count Me In campaign (campaign).	\$188,000

c) N/A

d) N/A

e) The AEC is exempt from compliance with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*, but adheres to the underlying principles of the Guidelines to the extent that they apply.

f) N/A

g) The AEC is planning an advertising campaign and a suite of non-campaign advertisements for the 2013 federal election and referendum.

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
BUDGET ESTIMATES 2013-2014

Finance and Deregulation Portfolio

Department/Agency: ComSuper
Outcome/Program:
Topic: Government Advertising

Senator: Ryan

Question reference number: F79

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Answer:

For the period 1 July 2012 to 30 April 2013:

- a) The total cost of advertising (not including recruitment advertising) was \$31,124.60 (GST inclusive).
- b) Advertising has been non-campaign advertising. It is entirely related to ComSuper's White Pages listings, costing \$31,124.60 (GST inclusive), which was provided by Telstra.
- c) No, the Department of Finance and Deregulation did not provide any advice about the White Pages listing.
- d) No, the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) did not provide any advice about the advertising.
- e) N/A. The advertising was not for a campaign.
- f) Nil. ComSuper is not undertaking any communications programs.
- g) ComSuper is planning to continue to advertise in the White Pages.

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
BUDGET ESTIMATES 2013-2014

Finance and Deregulation Portfolio

Department/Agency: Commonwealth Superannuation Corporation

Outcome/Program:

Topic: Government Advertising

Senator: Ryan

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Answer:

For the period 1 July 2012 to 30 April 2013:

- a) \$ 22,621.40 (excl. GST) for a campaign that commenced 19 April 2013
- b) Non-campaign: promoting a new financial planning service to scheme members.

Advertising included:

- Digital advertisement in PSNews publication (PS NEWS PTY LIMITED ABN: 39 124 411 874) \$2,155
- Print advertising in Canberra Times newspaper (Fairfax Media) \$3,416.40
- Creative and design work provided by PublicityWorks (ABN 56 006 243 027) \$17,050

- c) No.
- d) No.
- e) CSC is not subject to the FMA Act but observes the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies
- f) As a superannuation trustee, CSC has regulatory obligations to communicate with the members of its superannuation schemes, including member statements, product Disclosure Statements, Financial Services Guides, and facts and general information in accordance with its license requirements. It would be an undue diversion of resources to provide the detail and total spend of all these programs.
- g) Refer to (f). There will be further advertising as part of the same financial planning service advertising campaign.

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Finance and Deregulation Portfolio

Department/Agency: Future Fund Management Agency

Outcome/Program:

Topic: Government Advertising

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Answer:

For the period 1 July 2012 to 30 April 2013:

- a) \$5,975
- b) Recruitment advertising only.
- c) No
- d) No

- e) Yes
- f) N/A
- 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.