

Senate Standing Committee on Finance and Public Administration
ANSWER TO QUESTION ON NOTICE
Prime Minister and Cabinet Portfolio
Department of Climate Change
Supplementary Budget Estimates Hearing—October 2008



Written question reference: CC14a-i

Outcome/Output: Response to climate change

Topic: Climate Change Advertising Campaign

Hansard Page: Not relevant for written QoN

Question (CC14a): (Senator Fifield)

What is the total cost of the Government's "Think Climate. Think Change" advertising campaign for the carbon pollution reduction scheme?

Answer:

The Government has committed \$13.951 million (GST exclusive) to the campaign.

Question (CC14b): (Senator Fifield)

What is the purpose of this campaign?

Answer:

To help the Australian community understand how climate change will affect them and to encourage them to participate in the process for developing a Carbon Pollution Reduction Scheme.

Question (CC14c): (Senator Fifield)

What were the different elements of the campaign? For example, was there:

- TV advertising?
- Radio advertising?
- Print advertising?
- Brochures, leaflets?
- Direct mail?
- Wrist bands?
- Any other items?

Answer:

The campaign has consisted of television advertising, radio advertising, print advertising, online advertising, and outdoor screens set-up during the Olympics.

Question (CC14d): (Senator Fifield)

Please provide the quantum of each component of the campaign (i.e. how many TV and radio spots were booked and of what length, how many print advertising spots were booked and in which publications etc).

Answer:

Television Advertising

All television advertisements run in this campaign were 30 seconds in length and aired between 20 July and 16 August 2008.

The Target Audience Rating Points (TARPs) booked for the campaign were:

- Sydney/Melbourne/Brisbane – 875
- Adelaide/Perth – 900
- All regional television – 900.

Radio Advertising

All radio advertisements were 30 seconds in length and aired between 20 July and 23 August 2008. The total number of radio spots booked for the campaign was:

- Metropolitan – 3695
- Regional – 14,166.

Newspaper Advertising

Newspaper advertisements were run from 20 July to 19 October 2008. The publications and the number of times the advertisements were run was as follows:

Metropolitan Press

Australian	1	Sunday Herald Sun	5
Weekend Australian	5	Courier Mail	4
Financial Review	8	Brisbane Sunday Mail	5
Sydney Morning Herald	6	Adelaide Independently Weekly	2
Sun Herald	6	Adelaide Advertiser	4
Daily Telegraph	5	Adelaide Advertiser Sunday Mail	4
Sunday Telegraph	5	Western Australian	5
Canberra Times	6	Perth Sunday Times	5
Sunday Times	1	Hobart Mercury	5
Melbourne Age	5	Sunday Tasmanian	3
Melbourne Sunday Age	6	Northern Territory News	5
Herald Sun	5	Sunday Territorian	3

Primary Regional Press

Albury Border Mail	6	Barraba Gazette	6
Newcastle Herald	7	Batemans Bay Post & Moruya	
Illawarra Mercury	7	Southern Star	6
Geelong Advertiser	6	Bathurst Western Advocate	6
Cairns Post	6	Bathurst Western Times	5
Gold Coast Bulletin	6	Bega District News	5
Toowoomba Chronicle	6	Bellingen Courier Sun	6
Townsville Bulletin	6	Bingara Advocate	5
Burnie Advocate	6	Blayney Advocate	6
Launceston Examiner	6	Bombala Times	6
Armidale Express Extra	6	Boorowa News	6
Armidale Express	6	Bourke Western Head	6
Ballina/Lismore Shire Advocate	5	Bowral Highlands Post	5
Koondrook & Barham Bridge	6	Southern Highlands News	5



Bungendore Mirror	6	Mid Coast Observer	6
Braidwood Tallaganda Times	6	Kiama Independent	6
Broken Hill Barrier Daily Truth	5	Coolangatta/Tweed Border Mail	6
Broken Hill Barrier Miner	1	Lake Cargelligo News	6
Byron Shire Echo	5	Camden Haven courier	5
Canowindra News	6	Leeton Murrumbidgee Irrigator	5
Richmond River Express Examiner	5	Lightening Ridge News	6
Cessnock Advertiser	6	Northern Star	5
Cobar Age	6	Northern rivers Echo	6
Coffs Coast Advocate	5	Lithgow Mercury	6
Coly-Point Observer	5	Coastal Views	5
Condobolin Argus	5	Lower Hunter Star News & Lower	6
Condobolin Lachlander	6	Hunter Weekend Star	6
Cooma Monaro Express	5	Maitland Mercury	6
Coonabarabran Times	5	Manilla Express	6
Coonamble Times	6	Merimbula News Weekly	5
Cootamundra Times	6	Milton Ulladulla Times	5
Corowa Free Press	6	Molong Express	6
Cowra Guardian	6	Monaro Post	6
Crookwell Gazette	6	Moree Champion	6
Deniliquin Pastoral Times	5	Mudgee Guardian	6
Dorrigo Gazette	6	Hunter Valley News	6
Dubbo Daily Liberal	5	Muswellbrook Chronicle	6
Dungog Chronicle	6	Nambucca Guardian News	5
Eden Imlay Magnet	6	Narooma News	5
Eurobodella Shire Independent	6	Narrabri North West Courier	6
Evans Head Rivertown Times	2	Narrandera Argus	6
Finlay Southern Riverina News	6	Flat Chat News	7
Forbes Advocate	5	Narromine News	6
Great Lakes Advocate	5	Hawkesbury Courier	6
Gilgandra Weekly	6	Shoalhaven and Nowra News	6
Glen Innes Examiner	6	South Coast Register	6
Gloucester Advocate	6	Nyngan Observer	5
Goulburn Post	6	Oberon Review	5
Goulburn Post Weekly	5	Central Western Daily	6
Grafton Daily Examiner	5	Orange Midstate Observer	6
Grenfell Record	5	Parkes Champion Post	6
Griffith Area News	6	Peak Hill Times	6
Gundagai Independent	6	Port Macquarie Express	6
Namoi Valley Independent	5	Port Macquarie News	5
Guyra Argus	6	Queanbeyan Age	4
Harden Murrumburrah Express	6	Quirindi Advocate	6
Hawks Nest NOTA	6	Port Stephens Examiner	5
Riverine Grazier	5	Scone Advocate	6
Eastern Riverina Chronicle	5	Singleton Argus	6
Hillston Ivanhoe Spectator	5	Blue Mountains Gazette	6
Inverell Times	5	Northern Daily Leader	6
Jindabyne Summit Sun	6	Tamworth City Times	5
Junee Southern Cross	6	Manning Great Lakes Extra	5
Macleay Argus	6	Manning River Times	6



Temora Independent	6	West Wimmera Advocate	5
Tenterfield Star	6	Euroa Gazette	5
Tumbarumba Times	6	Foster Toora Mirror	5
Tumut & Adelong Times	6	Hamilton Spectator	5
Tweed Daily News	5	Mountain View Mail	5
Riverina Leader	6	Heathcote McIvor Times	5
Wagga Daily Advertiser	6	Hopetoun Courier	5
Walcha News	5	Weekly Advertiser	5
Walgett Spectator	7	Wimmera Mail Times	5
Walgett Standard	6	Kaniva West Wimmera Messenger	5
Shellharbour Lake Times	6	Northern Times	5
Warren Advocate	5	Kilmore Free Press	5
Warren Weekly	6	Kyabram Free Press	5
Hastings Gazette	6	Kyneton Midland Express	5
Wee Waa News	6	Lakes Post	5
Wellington Times	6	Leongatha Great Southern Star	5
West Wyalong Advocate	6	Western Plains Advertiser	5
Hawkesbury Gazette	6	Maldon Tarrangower Times	5
Wingham Chronicle	6	Mansfield Courier	5
Woolgoolga Advertiser	5	Maryborough Advertiser	5
Lower Clarence Review	5	Sunraysia Daily	5
Yass Tribune	5	Mildura Midweek	5
Young Witness	5	Moe & Narracan Shire News	5
Alexandra & Elldon Standard	5	Yarra Ranges Trader	5
Ararat Advertiser /Stawell Times	5	Mortlake Dispatch	5
Bairnsdale Advertiser	5	Latrobe Valley Express	5
East Gippsland News	5	Myrtleford Times	5
The Moorabool News	5	Nhill Hindmarsh Messenger	5
Ballarat News	5	Numurkah Leader	5
Ballarat Courier	5	Orbost Snowy River Mail	5
Pyrenees Advocate	5	North West Express	5
Ovens & Murray Advertiser	5	Phillip Island & San Ramo Advertiser	5
Benalla Ensign	5	Port Fairy & Mayne Gazette	5
Bendigo Miner	5	Portland Observer	5
Bendigo Weekly	6	Rainbow Argus	5
Bendigo Advertiser	5	Robinvale Sentinel	5
Loddon Times	5	Campaspe Valley News	5
Alpine Observer	5	Sale Gippsland Times	5
Camperdown Chronicle	5	Sea Lake & Wycheproof Times	5
Casterton News	5	Ensign	5
Castlemaine Mail	5	Seymour Telegraph	5
Cobden Times	5	Shepparton News (Fri)	6
Cobram Courier	5	Shepparton Advisor	5
Cohuna Farmers Weekly	5	North Central News	5
Colac Herald	5	Swan Hill Guardian	5
Corryong Courier	5	Terang Express	5
Daylesford Advocate	5	Traralgon Journal	5
Dimboola Banner	5	Wangaratta Chronicle	5
Buloke Times	5	Warracknabeal Herald	5
Riverine Herald	5		



Warragul & Drouin Gazette	5	Central and North Burnett Times	5
West Gippsland Trader	5	South Burnett Times	5
Warrnambool Standard	5	Longreach Leader	5
South Gippsland Sentinel Times	5	Mackay Daily Mercury	5
Upper Yarra Mail	5	Mackay Midweek	5
Macedon Rangers Guardian	5	Range News	5
Yarram Standard News	5	Tablelands Advertiser	5
Yarrowonga Chronicle	5	Sunshine Coast Daily	5
Yea Chronicle	5	Sunshine Coast Weekly	5
Whitsunday Times	5	Fraser Coast Chronicle	5
Tablelander	5	Maryborough Heritage Herald	5
Ayr Advocate	5	North West Star	7
Beaudesert Times	6	Nambour Weekly	5
Jimboomba Times	6	Noosa News	5
Central Telegraph	5	Hervey Bay Independent	5
Blackwater Herald	5	Pittsworth Sentinel & Oakey	5
Fassifern Guardian	5	Campion (combined buy)	5
Bowen Independent	5	Port Curtis Post	5
Buderim Chronicle	5	Port Douglas & Mossman Gazette	5
Buderim Weekly	5	Whitsunday Guardian	5
Bundaberg Guardian	5	Rockhampton & Fitzroy News	5
Bundaberg News Mail	5	Rockhampton Morning Bulletin	5
Caloundra Weekly	5	Roma Western Star	5
Caloundra City News	5	St George Balonne Beacon	5
Charleville Western Times	5	Stanthorpe Border Post	5
Northern Miner	5	Torres News	6
Isis Town and Country	5	Tully Times	6
Chinchilla News	5	Warwick Daily Times	5
Bayside Bulletin	6	Warwick Southern Free Times	5
Clifton Courier	6	Western Cape Bulletin	6
Cooktown Local News	4	Capricorn Coast Mirror	5
Gold Coast Mail	5	Angaston Leader	5
Crow's Nest Advertiser &		Plains Producer	6
Highfields Herald	5	Border Chronicle	6
Western Sun	5	Mid North Broadcaster	6
Dalby Herald	5	West Cost Sentinel	6
Central Queensland News	5	Northern Argus	6
Brisbane Valley Kilcoy Sun	4	Eyre Peninsula Tribune	6
Gladstone Observer	5	Cooper Pedy Times	3
Goondiwindi Argus	6	Gawler Bunyip	6
Gympie Times	5	Yorke Peninsular Country Times	5
Hervey Bay Observer	5	Kangaroo Island	5
Home Hill Observer	5	Coastal Leader	6
MacItyre Gazette	5	Loxton News	6
Herbert River Express	5	South Eastern Times	5
Innisfail Advocate	5	Mount Barker Courier	6
Ipswich Advertiser	5	Border Watch	5
Queensland Times	4	Murray Valley Standard	6
Satellite	5	Naracoorte Herald	5
Kilcoy Sentinel	5	Penola Pennant	5



Pinnaroo Border Times	6	Midwest Times	5
Transcontinental	6	Geraldton Guardian	6
Port Lincoln Times	6	Harvey Reporter	6
Flinders News	5	Kalgoorlie Miner	6
Port Pirie Recorder	5	The Golder Mail	6
Murray Pioneer	6	North West Telegraph	6
The Monitor	6	Great Southern Herald	6
Roxby Down Sun	5	Kimberley Echo	6
Southern Argus	6	Mandurah Coastal District Times	5
Barossa & Light Herald	6	Mandurah Mail	6
Victor Harbor Times	6	Manjimup Bridgetown Times	6
Waikerie River News	6	Merredin Wheatbelt Mercury	6
Whyalla News	6	Central Midlands and Coastal Advocate	6
Albany Advertiser	6	Narrogin Observer	6
Great Southern Weekender	6	Pilbara News	6
Augusta Margaret River Mail	5	Avon Valley Advocate	5
Broome Advertiser	6	Wagin Argus	5
Bullsbrook, Bindoon & Gingin Advocate	5	Franklin Huon Valleys News	5
Bunbury Mail	6	The Coastal Times	5
Bunbury Herald	6	King Island Courier	5
South Western Times	6	Rosebery Western Herald	2
Busselton Dunsborough Mail	6	Derwent Valley Gazette	5
Augusta Margaret River Times	6	North Eastern Advertiser	5
Busselton Dunsborough Times	6	Circular Head Chronicle	5
Northern Guardian	6	Alice Springs News	6
Collie Mail	6	Centralian Advocate	5
Donnybrook Bridgetown Mail	6	Katherine Times	5
Esperence Express	5	Tennant and District Times	6
<u>Rural Press Media</u>			
The Land	5	Stock Journal	5
Stock & Land	5	Countryman	5
The Weekly Times	6	Farm Weekly	6
North Queensland Register	6	Tasmanian Country	5
Queensland Country Life	5		



Magazines

Magazine advertisements were run from 20 July to 1 November 2008. The publications and the number of times the advertisements were run was as follows:



Australian Women's Weekly	1	Sunday Magazine	1
Australian House & Garden	1	The Weekend Australian Magazine	1
Better Homes & Gardens	1	TV Guide – NSW	1
BRW	1	TV Guide - Vic	1
Corporate Citizen	1	TV Guide - Qld	1
Cosmopolitan	1	Australia's Mining Monthly	1
Company Director	1	Australian Journal of Mining	1
FHM	1	Australian Mining	1
Foxtel Magazine	1	Gold & Minerals Gazette	1
Gardening Australia	1	The Mining Chronicle	1
Men's Health	1	Australasian Drilling	1
New Idea	2	Earthmover & Civil Contractor	1
New Scientist	1	Energy Source & Distribution	1
OK! Magazine	2	Transmission & Distribution	1
Out There	2	Electrical World	1
Popular Science	1	Australian Forestry & Timber News	1
Qantas-the Australian Way	1	Oil & Gas Gazette	1
Readers Digest	1	Australasian Freight Logistics	1
Super Food Ideas	1	Australian Bulk Handling Review	1
Take 5	2	Logistics Magazine	1
That's Life	2	Transport Today	1
Time Australia	3	Eco Generation	1
TV Week	2	Inside Waste	1
Virgin Blue Voyeur	1	Sustainability Matters	1
Who Weekly	2	Waste Disposal & Water	
Women's Day	2	Management in Australia	1
Good Weekend	1	WME-Environmental Business	
Style Magazine	1	Magazine	1
City Life Magazine	1	ECOS	1
Sunday Life	1		

Digital (online) Advertising

Online advertisements were booked for the period 20 July to 31 October 2008. The total number of impressions booked was 41,424,954.

Non-English Speaking Background (NESB) specialty media

Radio advertisements were booked on NESB radio between 27 July and 30 October 2008. The total number of spots booked was 1283.

Print advertisements were placed with NESB specialty media between 27 July and 1 November 2008 as follows:

Al Mestaqbal (Future)	2	El Telegraph	3
An Nahar	4	21 st Century Chinese Weekly	3
An Noujoum	3	Asian Community News	2
Egypt News	1	Asian Multimedia	2

Australian Asian Business Weekly	2	Navyug-Punjab Express	1
Asian Weekend	2	Punjab times	2
Australian Chinese Age	3	South Asia Times	1
Australian Chinese Daily	5	Uthayam (Tamil News)	1
Australian Chinese News (Vic)	4	Hoju Dong	3
Australian Chinese Times (WA)	3	Korea in 21.com Magazine	3
Australian Chinese Weekly	2	Korean Community Magazine	3
Australian News Express	5	Korean Info World Weekly	3
Bridge Magazine	5	Korean Times	3
Chinese Commercial Weekly	2	Melbourne Journal	2
Chinese Community News	5	Sydney Korean Herald, The	3
Chinese Melbourne Daily	3	Sunday News, The (Syd)	2
Chinese Sydney Weekly	1	Sunday News, The (Melb)	3
Chinese Times, The	4	TOP0-Australia Hankuk Ilbo	3
Epoch Times (National)	2	TOP Woman	1
Evolution	1	Weekly Korea Town	3
Informed Investors Magazine	2	Weekly Hoju, The	2
Master Now Chinese TV Week	1	Weekly Korean Life Review	3
Melbourne Asian News	2	Aust Macedonian Weekly	3
Melbourne Chinese Post	2	Today Denes	3
Migrants Mirror News Weekly	1	Bayanihan News	1
New Land global Chinese Bulletin	1	Philippine Community Herald, The	1
Oriental Post	3	Philippine times, The	1
Oz weekly	5	Express Wieczorny	3
Pacific Times, The	3	Polish Kurier	1
Qld Asian Business Weekly	3	Polish Weekly	3
QLD Chinese News	3	Coqueta Magazine	1
Sameway Mag	2	Extra Informativo	3
Sing Tao	9	Spanish Herald	3
South Australian Chinese Weekly	3	Dayanisma	1
The Chinese Bridge	1	Dunya	3
World News	1	Gunduz	1
Croatian Herald	4	Turkish News Weekly	3
Nova Hrvatska	3	Turkish Report	2
Die Woche	5	Yeni Vatan	3
Creek Community Tribune	1	Zaman Australia	3
Greek Herald, The	4	Adelaide Tuan Bao	3
Greek Times	2	Chieu Duong – Sunrise Daily	3
Neos Kosmos	3	Dan Viet	4
O Kosmos	3	Nam Uc Tuan Bao	4
Ta Nea	3	Nguoi Viet	1
To Vema Greek National Vema	2	Saigon Times	4
Behond India	1	Ti vi Tuan San	3
Bharat Times	2	Ti Vi Victoria	3
Brisbane Indian Times	1	Van Nghe Entertainment Weekly	2
Hindi Samachar Patrika	1	Viet Luan	3
Indian Downunder, The	2	Viet News	2
Indian Link, The (National)	2	VietTimes / Thoi Bao	2
Indian Voice, The	1		





Indigenous specialty media

Radio advertisements were booked on Indigenous radio between 20 July and 23 August 2008. The total number of spots booked was 2320.

Print advertisements were placed with Indigenous specialty media between 20 July and 25 October 2008 as follows:

Arafura Times	5
Koori Mail	4
National Indigenous Times	2
Yamaji News	2
Deadly Vibe	3

Print handicapped specialty media

Radio advertisements were booked on print handicapped radio between 20 July and 23 August 2008. The total number of spots booked was 770.

Outdoor advertising

The television advertisement was also screened on outdoor screens set-up in Melbourne, Sydney, Brisbane and the Gold Coast during the Olympic Games (8-24 August 2008). The total number of spots booked was 1445.

Question (CC14e): (Senator Fifield)

Please provide a full cost breakdown of each component of the campaign.

Answer:

Costs incurred as of 31 October 2008 total \$8,661,864.39 (GST exclusive), consisting of:

- Market research – \$58,635.00
- Creative agency fees and advertising production costs – \$412,302.09
- Website development costs – \$13,050.00
- Media buy – \$8,094,877.30
- Call Centre – \$83,000.00

Question (CC14f): (Senator Fifield)

Who did the Government contract to run the campaign?

Answer:

The campaign was run by officers within the Department of Climate Change.

Question (CC14g): (Senator Fifield)

Was the contract put to tender?

Answer:

The contracts for market research services and creative agency services were put to select tenders. The call centre services were procured by direct sourcing.

Question (CC14h): (Senator Fifield)

How many tenderers were there?

Answer:

Four agencies were invited to tender for the market research services. Three agencies were invited to tender for the creative agency services.

Question (CC14i): (Senator Fifield)

Who made the decision to award the contracts?

Answer:

The contracts were awarded by the Secretary of the Department of Climate Change, Dr Martin Parkinson, following the recommendation of an evaluation committee.

