

**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:** CC9  
**Outcome/Output:** Response to climate change  
**Topic:** Climate Change Advertising Campaign  
**Hansard Page:** F&PA 123-24



**Question: (Senator Abetz)**

How much remains to be spent on the campaign? How long are they [the advertisements] destined to go for? Was there a plan? How much more remains to be spent? Can you tell what it is made up of and give me a breakdown on radio, newspapers, TV and PR, etc?

**Answer:**

The Government has committed \$13,951,000 (GST exclusive) to the campaign. Of this, \$5,289,135.61 (GST exclusive) remains to be spent.

The advertisements ran as follows:

- television: 20 July – 16 August 2008
- radio: 20 July – 23 August 2008
- newspaper: 20 July – 19 October 2008
- magazines: 20 July – 1 November 2008
- online: 20 July – 31 October 2008

Yes, there was a media plan.

Costs (GST exclusive) incurred as at 31 October 2008 were as follows:

- 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

The breakdown of costs per media type (excluding GST, commissions and fees) incurred as at 31 October 2008 was as follows:

- Television: \$2,882,221.00
- Radio: \$1,394,356.05
- Newspaper: \$2,559,743.40
- Magazines: \$504,830.10
- Digital: \$514,548.00
- Non-English Speaking Background specialty media: \$299,371.82
- Indigenous specialty media: \$93,463.25
- Print handicapped specialty media: \$11,830.00
- Outdoor advertising: \$40,000.00