

Standing Committee on Finance and Public Administration

ANSWER TO QUESTION ON NOTICE

Finance and Deregulation Portfolio

Department of Finance and Deregulation

Supplementary Estimates Hearing – October 2010

Outcome: General, Program: General

Topic: Advertising and marketing

Question reference number: F52

Type of Question: Written

Date set by the committee for the return of answer: 3 December 2010

Number of Pages: 3

Senator Bernardi asked:

- a) How much has the Department and portfolio agencies spent on advertising and marketing since Budget Estimates? Ask for justification of expenditure.
- b) Could the Department provide a complete list of current contracts? Please indicate the rationale for each service provided and its intended use.
- c) What communications programs have the Department and portfolio agencies undertaken since additional estimates and what communications programs are planned to be undertaken? For each program what is the total spend?

Answer:

- a) Refer to Attachment A.
- b) Details of contracts are made public and can be accessed at the AusTender website.
- c) Refer to Attachment B.

FINANCE AND DEREGULATION PORTFOLIO – SPEND ON ADVERTISING AND MARKETING
27 MAY - 19 OCTOBER 2010

Agency	Spend \$	Justification
Department of Finance and Deregulation	\$74,070	Recruitment advertising, tenders, and public notices.
Australian Electoral Commission	\$11m	In line with its mandate, the aim of the AEC's advertising activities is to increase the number and proportion of eligible voters enrolled to vote, to increase voter turnout and the level of formal voting at a federal election.
	\$17,315	Recruitment advertising.
ComSuper	\$19,250	Recruitment advertising and entries in the Telstra/Sensis White and Yellow Pages.
Future Fund Management Agency	\$630	Recruitment advertising.

FINANCE AND DEREGULATION PORTFOLIO – COMMUNICATIONS PROGRAMS UNDERTAKEN OR COMMENCED – 27 MAY – 19 OCTOBER 2010

Agency	Communications programs undertaken	Cost \$	Communications programs planned	Cost \$
Department of Finance and Deregulation	Nil	Nil	Cinden Lester Communications engaged to provide marketing services in support of the further development of the Australian Government Information Management Office's marketing and communication activities.	\$16,896 (Estimated)
Australian Electoral Commission	Encourage electoral enrolment including 'Rock Enrol' (a joint initiative between the AEC and the ABC's national youth radio station, Triple J) and <i>Famous People Vote Too</i> - a public relations and social media campaign promoting enrolment, particularly to the 18-39 age group, by using celebrities as ambassadors.	\$302,000	An online advertising campaign using search-based advertising to drive electors already online to enrol or update their enrolment online. The campaign is planned to run from November 2010 to June 2011.	\$91,010
	Provide election specific information and encourage electors to vote.	\$3.3m		
ComSuper	Nil	Nil	Nil	Nil
Future Fund Management Agency	Nil	Nil	Nil	Nil