

**Senate Finance and Public Administration Legislation Committee**

**ANSWERS TO QUESTIONS ON NOTICE**

**Prime Minister and Cabinet Portfolio**

**Arts Portfolio Agencies**

Supplementary Budget Estimates 18-21 October 2010

**Question: PM118**

**Topic: Advertising and Marketing**

**Asked By: Senator Abetz**

**Type of Question: Written**

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

**Number of pages: 8**

- 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 has 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:**

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**Australia Council**

a)

<i>Communication program</i>	<i>Spend</i>
Australia Council general branding - online banner advertising	\$822
Australasian World Music Exhibition program advertising	\$462
Scape Arts Fair Christchurch – program advertising	\$462
Realtime – Digital Culture Fund online ad	\$800
Australia Council Artists in Residence initiative – Print advertisement, Realtime Magazine	\$920
Recruitment advertising (11 advertisements online)	\$3,755
<i>Total</i>	<i>\$7,221</i>

b)

Cabana Boys Creative Consulting

Development of ArtStart promotional materials including website and printed and digital collateral.

Icon.pr

Public relations activities for the ArtStart program.

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**Blue Medium Public Relations**

Venice Biennale International public relations and stakeholder relations

c)

<i>Communication program</i>	<i>Spend since Additional Estimates</i>	<i>Planned</i>
ArtStart initiative PR and marketing	\$74,000	Nil
Australia Council Arts Funding Forums 2010– Event costs (Broome, Albury, Coffs Harbour,	\$468	Nil
Australia Council Christmas card – e-card creation	\$2,750	\$2,750
Regional Arts Conference – Display costs and collateral	\$1843	Nil
Artist Careers research – Art Exhibition, Production and design of 1 marketing publication, 2 research publications, video and related marketing.	\$73,541	Nil
Western Arts Alliance Conference 2010 Banner design and production costs	\$1029	Nil
Performing Arts Market in Seoul 2010 Poster design and production costs -	\$1,090	Nil
Venice Biennale international public relations – Blue Medium Public relations, New York		\$44,000
Artery Magazine (2 editions since May 2010) – Australia Council’s quarterly newsletter magazine.	\$30,000	Nil

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<i>Communication program</i>	<i>Spend since Additional Estimates</i>	<i>Planned</i>
Arts Yarn Up (1 Edition since May) Australia Council's bi-annual indigenous focus arts magazine.	\$30,000	Nil

#### **National Film and Sound Archive (NFSA)**

- a) From June to October 2010 expenditure on advertising and marketing was \$48,591. Advertising was undertaken according to the NFSA Marketing and Communication Strategy to advertise our services, programs and screenings.
- b) The NFSA does not have any current advertising or marketing contracts.
- c) None.

#### **National Gallery of Australia (NGA)**

- a) Total expenditure on marketing and advertising is \$339,664. This expenditure relates to the NGA's public marketing strategy and for ongoing operations.
- b) *Current marketing contracts are as follows:*
- Naked Communications - brand specialist agency engaged to refresh the NGA visual identity and logo, brand positioning and values. The relationship includes a part sponsorship.
  - DNA Creative - design agency engaged for design of marketing collateral for the Stage 1 opening season campaign and the major exhibition *Ballets Russes: the art of costume*. The relationship includes negotiated discounted fee on design.

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- Threesides Marketing - tourism and online marketing agency engaged to develop and implement a tourism campaign securing marketing partnerships with hotels, tour operators, travel providers and broad tourism industry driving visitation to the NGA and Canberra through tickets and accommodation, and other packages.
  - Rhodes Shapter - advertising agency engaged to produce television commercials for exhibitions.
- c) *Current advertising contracts are as follows:*
- Sydney Morning Herald and The Age - advertising, promotions and marketing initiatives providing extensive reach and visibility to drive visitation and profile for NGA in key markets of Sydney and Melbourne. They are major sponsors of key NGA exhibitions ensuring value of marketing budget is increased via discount rates and contra advertising and promotions.
    - The Canberra Times - advertising, promotions and marketing initiatives to target local visitors. They are a major annual sponsor of the NGA ensuring ongoing high profile of exhibitions, programs and events.
    - Channel Nine - major sponsor for key exhibitions ensuring extensive reach and visibility in to Sydney, Melbourne and Brisbane markets. They provide advertising contra airtime doubling value of TV marketing spend.
    - WIN TV - major annual sponsor ensuring ongoing high profile of NGA exhibitions, programs and events. They provide advertising contra airtime doubling value of TV marketing spend.
    - JC Decaux - runs campaigns in Sydney, Melbourne and Brisbane ensuring high visibility of key exhibitions. They are a major sponsor of key exhibitions increasing value of outdoor advertising considerably.

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- d) The NGA's communications strategy consists a broad range of ongoing activities including media management, publications, events and public relations activities. The budget to support this strategy is \$1.734 million.

#### **National Library of Australia (NLA)**

- a) From May 2010 to October 2010 the National Library spent \$36,083 (incl GST) on advertising and marketing. This expenditure is for the weekly advertisement in the Panorama section of *The Canberra Times*, promotional activities and publications.
- b) The NLA does not have any current contracts for advertising or marketing.
- c) The NLA has not undertaken any communications programs since additional estimates and is not planning any communications programs.

#### **National Museum of Australia**

- a) The total spend on advertising and marketing between Budget Estimates in June 2010 to the end of October 2010 was \$320,759.

The Museum's mandate includes provision of access to the National Historical Collection through programs and activities. Advertising and marketing spend enables the Museum to communicate the programs and activities accessible to the general community.

- b) The Museum contracts a number of creative agencies through a panel arrangement to undertake communications activities. The rationale for these contracts is that these services cannot be supplied by in-house staff.

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Since Budget Estimates the following companies have undertaken work for the Museum.

<b>Contracted company</b>	<b>Use</b>
Couch Creative	Design work (events calendar, school holidays advertisement, gallery development signage)
Badjar Ogilvy	Development of new organisational brand; design work (promotion of <i>Yiwarra Kuju: Canning Stock Route</i> and <i>Exploration and Endeavour</i> exhibitions)
Grey Canberra	Design work (public notice re Administration Extension Project, <i>Tayenebe</i> exhibition marketing materials)
Adcorp Australia	Design work (promotion for shop sale, weekly Museum advertisement in The Canberra Times, media operations uniform)
Hitwise	Provides benchmarking and market share information about website use.

c) The Museum's communications programs are primarily managed by two sections, Public Affairs and Marketing. In 2009-10, total expenditure was \$1,345,152. In 2010-11 proposed expenditure is \$973,649.

Since additional estimates in February 2010 the Museum's communication program has mainly focussed on the *Yiwarra Kuju: the Canning Stock* exhibition with \$102,000 spent since February.

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**Screen Australia**

- a) Screen Australia has spent \$101,108 on advertising and marketing materials. The aim of the expenditure is to increase interest and awareness of Australian screen content and create greater engagement of Australian filmmakers with the international and domestic marketplaces. Marketing collateral is created to support Australian films and practitioners at Australian and international industry events and festivals and markets.
- b) There are no current contracts in place with suppliers of marketing materials and advertising as services are provided on an ad hoc and flexible basis.
- c) None.