

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
SUPPLEMENTARY BUDGET ESTIMATES 2012-2013

Finance and Deregulation Portfolio

Department/Agency: Department of Finance and Deregulation

Outcome/Program:

Topic: Government Advertising

Senator: Ryan

Question reference number: F72

Type of question: Written

Date set by the committee for the return of answer: Friday, 30 November 2012

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?
- h) What was the total cost of all advertising for 2011-12?
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- m) Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services that was undertaken in 2011-12.

Answer:

- a) \$131,894.
 b) All advertising was non-campaign. Advertising expenditure YTD (30 September 2012) in 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 – Departmental	\$10,503
Adcorp Australia Ltd	Recruitment – Administered	\$97,958
	Recruitment –ICT Apprenticeship, Cadetship and Graduate Programs	\$4,329

- c) No.
 d) No.
 e) N/A.
 f) Marketing and advertising of the ICT Entry-level Programs and advertising job vacancies. Refer to b) for FYTD spend and businesses that provided the services. The marketing and advertising of the ICT Entry-level Programs includes:
- developing and distributing promotional material (brochures, posters, banners, pens and notepads);
 - directed email to potential applicants through third party providers, phone, and face-to-face liaison with stakeholders (potential applicants; careers advisors of universities; high schools and colleges in the ACT, NSW, VIC and SA; contacts in the recruitment, ICT and indigenous support fields; and Australian government agency representatives);
 - targeting eligible applicants through promotional visits to relevant universities, high schools and colleges;
 - attending formal and informal Career Expos in the ACT, NSW, SA and VIC; and
 - advertising and promoting the programs via the internet.
- g) Refer to f).
 h) i) Refer to the 2011–12 Department of Finance and Deregulation Annual Report appendix D, page 332.
 j) No.
 k) No.
 l) N/A.
 m) Refer to F100 from May Budget Estimates 2012.

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
SUPPLEMENTARY BUDGET ESTIMATES 2012-2013

Finance and Deregulation Portfolio

Department/Agency: Australian Electoral Commission

Outcome/Program:

Topic: Government Advertising

Senator: Ryan

Question reference number: F72

Type of question: Written

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- m) Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services that was undertaken in 2011-12.

Answer:

- a) For the period 1 July to 30 September 2012, the AEC spent \$308,907 on advertising.

b)

Business	Purpose	Total spend
Adcorp	Placement of advertisements including: recruitment notices, AEC's stimulated election (non-campaign) and other public notices.	\$125,752
Cox Inall Ridgeway	Communication services by the AEC's Indigenous communication consultant for developing materials for the Count Me In campaign (campaign).	\$19,532
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).	\$117,929
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).	\$45,694

- c) No.
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. A checklist demonstrating compliance with the principles, for the Count me in campaign, is published on the AEC's website.
f) N/A.
g) The AEC is planning an advertising campaign for the next federal election.
h) For 2011-12, the AEC spent \$1,722,775 on advertising.

i) The costs were:

Business	Purpose	Total spend
Adcorp	Placement of advertising including: advertising placement associated with recruitment or other public notices, Indigenous Electoral Participation Program (IEPP), and participation in the AEC's simulated election (non-campaign).	\$298,869
Universal McCann	Campaign advertising placement by for the Count Me In campaign.	\$1,025,194
BMF Advertising	Advertising preparation services for election advertising (campaign), referendum advertising (campaign) and other work in developing materials for the Count Me In campaign (campaign).	\$330,499
Cultural Perspectives	Communication services for preparation of materials for the Count Me In campaign (campaign) and for community workshops.	\$33,175
Cox Inall Ridgeway	Communication services by the AEC's Indigenous communications consultant for developing materials for the Count Me In campaign (campaign), preparation of materials for election advertising (campaign) and the IEPP (non-campaign).	\$35,038

j) No.

k) N/A.

l) 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. A checklist demonstrating compliance with the principles, for the Count me in campaign, is published on the AEC's website.

m) N/A.

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
SUPPLEMENTARY BUDGET ESTIMATES 2012-2013

Finance and Deregulation Portfolio

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

Senator: Ryan

Question reference number: F72

Type of question: Written

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- m) Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services that was undertaken in 2011-12.

Answer:

For the period 1 July to 30 September 2012:

- a) The total cost of advertising (not including recruitment advertising) was \$24,576.
- b) Advertising has been non-campaign advertising which entirely relates to ComSuper's White pages listing, which cost \$24,576 and was provided by Telstra.
- c) No.
- d) No.
- e) N/A.
- f) Nil.
- g) ComSuper is planning to continue to advertise in the White pages.
- h) For 2011-12 ComSuper spent \$40,008 on advertising.
- i) It was non-campaign advertising for ComSuper's White pages listing, which cost \$40,008 which was provided by Telstra.
- j) No.
- k) No.
- l) N/A.
- m) Nil.

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
SUPPLEMENTARY BUDGET ESTIMATES 2012-2013

Finance and Deregulation Portfolio

Department/Agency: Commonwealth Superannuation Corporation

Outcome/Program:

Topic: Government Advertising

Senator: Ryan

Question reference number: F72

Type of question: Written

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- m) Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services that was undertaken in 2011-12.

Answer:

For the period 1 July to 30 September 2012:

- a) \$0.
- b) - 1) N/A.
- m) As a superannuation trustee, CSC has regulatory obligations to communicate with the members of its superannuation schemes, including annual member statements, Product Disclosure Statements, Financial Services Guides, and facts and general information in accordance with its licence requirements. It would be an undue diversion of resources to provide the detail and total spend of all of these programs.

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ANSWERS TO QUESTIONS ON NOTICE
SUPPLEMENTARY BUDGET ESTIMATES 2012-2013

Finance and Deregulation Portfolio

Department/Agency: Future Fund Management Agency

Outcome/Program:

Topic: Government Advertising

Senator: Ryan

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- m) Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services that was undertaken in 2011-12.

Answer:

For the period 1 July to 30 September 2012:

- a) \$0.
- b) N/A.
- c) Yes.
- 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.
- h) For 2011-12, \$10,642.
- i) Non-campaign.
- j) No.
- k) No.
- l) Yes.
- m) None.