

SENATE STANDING COMMITTEE ON LEGAL AND CONSTITUTIONAL AFFAIRS
ATTORNEY-GENERAL'S DEPARTMENT

Corporate Services Group

Question No. 118

Senator Barnett asked the following question at the hearing on 23 February 2009:

In relation to Government Advertising;

- a) what communications programs has the Department/Agency undertaken, since 1 December 2007, or are planning to undertake,
- b) for each program, what is the total spend, please detail including media advertisements (where placed and costs), and
- c) what was the total spend on advertising by the Department/Agency in the 2008 calendar year and so far for the 2008/09 financial year?

The answer to the honourable senator's question is as follows:

a) and b)

| Attorney General's Department | | |
|--|---|--------------------------|
| <i>Family Relationships Services Program</i> | Advertising in Albany and Great Southern Weekender | \$14.93 |
| | Online advertising of opening of family relationship centres | \$6,561.79 |
| Total | | \$6,576.72 |
| <i>National Personal Property Securities Campaign (proposed)</i> | \$4.85m in administered funding has been allocated for this campaign | |
| <i>National Security Campaign</i> | Market research consulting | \$127,000.00 |
| | National advertising on television, radio, press and outdoor materials in June 2008 | \$3,300,000.00 |
| | National advertising on television, radio, press, outdoor and online materials from February 2009 to April 2009 | \$4,200,000.00 |
| | Focus group market research | \$80,000.00 ¹ |
| | Total | \$7,707,000.00 |
| <i>Counter-terrorism Laws Pamphlet</i> | Additional translation | \$880.00 |
| | Translation, typesetting and formatting | \$24,934.67 |
| | Printing of 6000 pamphlets | \$6,391.90 |
| Total | | \$32,205.67 |
| <i>Anti-Money Laundering/Counter-Terrorism Financing Public Awareness Campaign</i> | Research | \$25,344.91 |
| | Non-English speaking background | \$25,254.15 |
| | Publications and print distribution | \$42,331.72 |
| | Airfares | \$758.90 |
| | AML Hotline | \$24,181.65 |
| | Legal services | \$5,062.61 |
| | Printing, translation and design | \$53,430.95 ² |
| Total | | \$176,364.89 |

¹ This is an anticipated cost only

² This is a committed cost for a completed task but invoices are yet to be received.

| Portfolio Agencies | | |
|--|--|---------------------|
| Administrative Appeals Tribunal | Nil | |
| Australian Commission for Law Enforcement Integrity | Nil | |
| Australian Crime Commission | Nil | |
| Australian Customs and Border Protection Service | <i>Australian Customs and Border Protection Service Hotline Campaign</i> | |
| | Indigenous/regional newspapers | \$30,444.27 |
| | Fishing/boating journals | \$99,683.30 |
| | Driving journals | \$16,267.25 |
| | Travel and tourism journals | \$13,150.00 |
| | Aviation journals | \$4,920.00 |
| | Land and mining journals | \$4,280.00 |
| | Hobby journals | \$6,195.00 |
| | Total | \$174,939.82 |
| | <i>SmartGate Awareness Campaign</i> | |
| | Newspaper advertising | \$847,883.54 |
| | Digital advertising | \$400,736.26 |
| | In-airport advertising | \$28,308.57 |
| Fees and dispatch | \$37,090.82 | |
| Total | \$1,314,019.19 | |
| <i>Tourist Refund Scheme</i> | | |
| Advertising in tourist magazines | \$31,291.83 | |
| Total | \$31,291.83 | |
| Australian Federal Police | <i>National Missing Persons Week Campaign</i> | |
| | Media/advertising costs | \$272,727.00 |
| | Other | \$90,909 |
| | Total | \$363,636.00 |
| | <i>Combating Child Sex Tourism Campaign</i> | |
| | Qantas magazine advertising development ³ | \$7,560.00 |
| | Total | \$7,560.00 |
| | <i>Christmas Messages for Overseas Members</i> | |
| | Advertising on Canberra Radio 106.33FM | \$11,970.00 |
| | Total | \$11,970.00 |
| <i>Airport Security Campaign (proposed)</i> | | |
| Market research | \$70,000.00 | |
| Total | \$70,000.00⁴ | |
| Australian Government Solicitors | Nil | |
| Australian Human Rights Commission | Nil | |
| Australian Institute of Criminology and Criminology Research Council | Nil | |
| Australian Law Reform Commission | Nil | |

³ Costs of actual advertising placement for this campaign was borne by Qantas and Australian Consolidated Press

⁴ This is an anticipated cost only

| | | |
|---|--|--------------------------|
| AUSTRAC | <i>AML/CTF Act Obligations Campaign</i> | |
| | Advertising in national and metropolitan newspapers and trade magazines | \$72,712.14 |
| | Compliance reports advertising in newspapers, ethnic press, finance/business magazines | \$168,879.40 |
| | Phase IV obligations advertising | \$91,593.04 |
| | Airport billboards in Perth, Brisbane, Sydney, Melbourne | \$44,746.00 |
| | 60 banners for various Australian airports and seaports | \$52,702.35 |
| | Compliance reports advertising in newspapers and finance/business magazines | \$24,619.50 ⁵ |
| | Total | \$455,252.43 |
| CrimTrac | Nil | |
| Family Court of Australia | Nil | |
| Federal Court of Australia | Nil | |
| Federal Magistrates Court | Nil | |
| High Court of Australia | Nil | |
| National Capital Authority | Nil | |
| National Native Title Tribunal | Nil | |
| Office of Director of Public Prosecutions | Nil | |
| Office of Parliamentary Counsel | Nil | |

c) In the 2008 calendar year, \$4,696,547.29 was spent on advertising in total across AGD and the 21 portfolio agencies.

In the 2008/2009 financial year to date, \$5,837,266.76 has been spent on advertising across AGD and the 21 portfolio agencies.

These amounts include miscellaneous advertising that were not part of a wider communications campaign or strategy.

⁵ This is an approved cost that is yet to be paid.