

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

**Priorities and Coordination Division**

**Question No. 151**

**Senator Barnett asked the following question at the hearing on 27 May 2009:**

In relation to the National Security Campaign, could you provide further and better particulars on the following:

- a) \$3,300,000 for National advertising on television, radio, press and outdoor materials in June 2008? Please break down costs and advise who is undertaking the campaign, the duration of the campaign and where and to whom it is targeted?
- b) \$4,200,000 for National advertising on television, radio, press and outdoor materials and online materials from Feb 09 to April 09? Please break down costs and advise who is undertaking the campaign, the duration of the campaign and where and to whom it is targeted?
- c) \$80,000 for Focus group market research? What are the questions, who is undertaking the research, what is the duration of the research and where will it take place?

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

- a) The breakdown of advertising cost for the June 2008 burst as set out in Universal McCann Media Overview Plan:

Television (National – SBS, National – Subscription, Metropolitan and Regional)	\$1,326,606.61
Newspaper (Metropolitan, Primary Regional, Regional and Rural)	\$286,884.90
Radio (Metropolitan and Regional)	\$820,676.08
NESB (Radio and Press)	\$57,697.39
Indigenous (Radio and Press)	\$11,475.84
Print Handicapped (Radio)	\$3,218.00
Outdoor (Metropolitan Only, Bus Interiors/Shelters)	\$510,197.08
<b>TOTAL</b>	<b>\$3,016,755.90</b>
Commission Rebate 6%	(\$181,005.35)
Plus Campaign Fee 1.5%	\$45,251.34
Material Despatch	\$95,000.00
<b>NET COST</b>	<b>\$2,976,011.88</b>
10% GST	\$297,600.19
<b>TOTAL (Including GST)</b>	<b>\$3,273,602.07</b>

The campaign is managed by the Public Affairs Branch of the Attorney-General's Department. The campaign commenced in 2002 and has funding until 30 June 2011. The campaign's target audience is the Australian public, with campaign material only distributed within Australia.

- b) The breakdown of advertising for February/March 2009 burst as set out in the Universal McCann Media Overview Plan:

Television (National – SBS, National – Subscription, Metropolitan and Regional)	\$2,100,393.23
Newspaper (Metropolitan, Primary Regional, Regional and Rural)	\$402,305.67
Radio (Metropolitan and Regional)	\$343,641.63
Digital (UTV and Word Search)	\$650,000.00
NESB (Radio and Press)	\$103,125.00
Indigenous (Radio and Press)	\$21,000.00
Print Handicapped (Radio)	\$15,000.00
Outdoor (Metropolitan Only, Bus Interiors/Shelters)	\$550,000.00
<b>TOTAL</b>	<b>\$4,185,465.53</b>
Commission Rebate 6%	(\$243,627.93)
Plus Campaign Fee	\$118,531.98
Material Despatch	\$90,000.00
Internet Facilitate (Estimate)	\$49,500.00
<b>NET COST</b>	<b>\$4,199,869.58</b>
10% GST	\$419,986.96
<b>TOTAL (Including GST)</b>	<b>\$4,619,856.54</b>

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- c) The research is being undertaken by Ipsos-Eureka Social Research Institute. Eighteen focus groups are being held in late May and early June 2009 in various regional and metropolitan locations. Due to the conversational and wide-ranging nature of focus group research it is not possible to supply a list of definitive questions. However the general thrust of the questioning will relate to gauging the effectiveness of the campaign advertisements. This is standard campaign management practice. Specifically the research will examine the retention of key messages by target audiences, especially in relation to the national security hotline. General attitudes to national security will also be canvassed to assist the development of future campaign materials.