



STANDING COMMITTEE ON PUBLIC ACCOUNTS

Elizabeth Kikkert MLA (Chair), Michael Pettersson MLA (Deputy Chair),
Andrew Braddock MLA

Inquiry into ACT Budget 2021–22
ANSWER TO QUESTION TAKEN ON NOTICE
26 October 2021

Asked by MICHAEL PETTERSSON on 26 October 2021: ANDREW BARR MLA took on notice the following question(s):

[Ref: Hansard Transcript 26 October 2021, PAGE 48]

In relation to:

MR PETTERSSON: That would be wonderful. A few more quick supplementaries. How much are you spending on the campaign?

Mr Hezkial: So I do not have that information at hand, but what I can say is the entire campaign, with the exception of a little bit of assistance from external parties, was pretty much developed in-house. All the graphics that you see and a lot of the material that we have used have come from our really talented comms team, who are not that large but do amazing things. So quite proud of the work that the team have done in making sure that we get a big bang for not much expense.

MR PETTERSSON: Could you take on notice how much you are spending on that campaign, if there is any media buy involved in it?

Mr Hezkial: Certainly.

ANDREW BARR MLA: The answer to the Member's question is as follows:–

Icon Water has provided the following information:

Total expenditure for the Free the Poo campaign (including the media buy):

- Financial Year 2020-21 \$205,880 (excluding GST)
- Financial Year 2021-22 to date \$166,240 (excluding GST)
- Total campaign expenditure 2020-22 \$ 372,120 (excluding GST)
- This includes paid media advertising, research, production, campaign support, trade marking costs and event materials.

Total expenditure for the media buy for the Free the Poo campaign:

- Financial year 2020-21 \$104,693 (excluding GST)
- Financial year 2021-22 to date \$30,680 (excluding GST)
- Total expenditure for the media buy 2020-22 \$135,373 (excluding GST)
- This includes social media advertising, radio, out of home (shopping centre advertising, bus wraps etc.)

Approved for circulation to the Standing Committee on Public Accounts.

Signature: 

Date: 8.11.21

By the Treasurer, Andrew Barr MLA