



LEGISLATIVE ASSEMBLY FOR THE AUSTRALIAN CAPITAL TERRITORY

SELECT COMMITTEE ON CAMPAIGN ADVERTISING

ANSWER TO QUESTION OF NOTICE

The Committee asked the Chief Minister:

Could you please provide the Committee with the following details:

1. a list of advertising campaigns where the total cost exceeded \$100,000 (for 2008-09 financial year);
2. confirmation of the annual cost of the Community Noticeboard in the Saturday Canberra Times;
3. annual cost of advertising by ACT Health and the Department of Education and Training (for 2008-09 financial year);
4. costs to date of the health information campaign for H1N1 influenza ('swine flu');
5. total cost of advertising the new ACTION bus network timetable in 2008; and
6. Budget 2008-09 highlights brochure:
 - total cost of production and distribution
 - was a similar brochure distributed by direct mail for 2006-07 or 2007-08?
 - is a similar brochure planned for 2009-10?

The Committee is seeking information regarding the total cost of these campaigns, as well as a breakdown of costs for each medium as applicable (direct mail, print, television etc).

Jon Stanhope MLA: The answers to the Committee's questions are as follows:—

1. (i) Electoral Commission 2008 Election
- (ii) CIT Semester 1 2009 Student Recruitment
- (iii) ACTION Network 08
- (iv) Medicare Change of Address

- (v) Shop and Celebrate in Canberra
 - (vi) Winter Flu Campaign
 - (vii) ACT Tourism Campaigns
 - Wrapt in Winter
 - Spring Campaign (incorporating Floriade and Floriade NightFest)
 - Culture Shock Campaign
 - Australian Capital Tourism Brand Campaigns
2. The Community Noticeboard commenced in the *Saturday Canberra Times* in March 2009. Between March 2009 and August 2009 costs for the Community Noticeboard have totalled \$175,876. This equates to approximately \$35,175 per month.
3. (i) ACT Health Advertising 2008-09: \$347,961
- (ii) Department of Education & Training Advertising 2008-09: \$68,349
4. H1N1 Influenza information campaign cost to date: \$188,434
- Radio: \$53,069
 - TV: \$70,101
 - Print: \$21,411
 - Bus: \$38,681
 - Posters: \$5,172
- Note: these figures incorporate the costs of the Winter Flu campaign. The Winter Flu campaign was markedly expanded to accommodate the H1N1 Influenza outbreak internationally, including mini information campaigns relating to school exclusion information and updates to television, radio and print media information.*
5. ACTION Network 08 advertising: \$479,522
- Radio \$30,959
 - TV: \$221,781
 - Print: \$37,782
 - Brochures: \$144,000^(a)
 - Bus advertising: \$45,000
- ^(a)*Note: this cost includes production of timetables, maps and customer information pamphlets.*

6. Budget 2008-09 highlights brochure:

- total cost of production and distribution
 - Answer: \$49,258
- was a similar brochure distributed by direct mail for 2006-07 or 2007-08?
 - Answer: 2006-07 - A Letter to Residents was distributed via mail addressing the structural reforms associated with the 2006-07 Budget
 - Answer: 2007-08 – No.
- is a similar brochure planned for 2009-10?
 - Answer: No.

Breakdown of costs by print, TV, radio etc for each campaign identified at Question 1.

(i) Electoral Commission 2008 Election

- 2008-09 cost: \$210,000
 - Radio: \$15,000
 - TV: \$95,000
 - Print: \$22,000
 - Brochures: \$78,000

(ii) CIT Semester 1 2009 Student Recruitment

- 2008-09 cost: \$153,545
 - Radio: \$10,428
 - TV: \$15,840
 - Print: \$112,629
 - Cinema: \$9,600
 - Print/letterbox drop: \$5,048

(iii) ACTION Network 08

- 2008-09 cost: \$479,522
 - Radio \$30,959
 - TV: \$221,781
 - Print: \$37,782
 - Brochures: \$144,000^(a)
 - Bus advertising: \$45,000

^(a)Note: this cost includes production of timetables, maps and customer information pamphlets.

(iv) Medicare Change of Address

- 2008-09 cost: \$105,839
 - Radio \$25,862
 - TV: \$51,315
 - Print: \$26,531
 - Brochures: \$231
 - Posters: \$1,900

(v) Shop and Celebrate in Canberra

- 2008-09 cost: \$110,009
 - Radio: \$21,895
 - TV: \$43,102
 - Print: \$33,137
 - Posters/Displays: \$4,816

Note: Shop and Celebrate in Canberra comprised the Christmas campaign in December 2008 and the Autumn 'Stick Around and Shop in Canberra' campaign in March/April 2009. Costs in addition to those identified for each medium relate to concept development costs, generic production and design agency management fees.

(vi) Winter Flu Campaign

- 2008-09 cost: \$125,883
 - Radio: \$23,875
 - TV: \$46,188
 - Print: \$11,878
 - Bus advertising: \$25,000
 - Posters: \$2,861

Note: Costs in addition to those identified for each medium relate to concept development costs, generic production and design agency management fees.

(vii) ACT Tourism Campaigns

- 2008-09 cost: \$2,500,418
 - Radio: \$130,000
 - TV: \$560,000
 - Print: \$1,030,000
 - Online: \$470,000
 - Signage/Billboards: \$60,000
 - Consumer Shows/PR: \$100,000

Note: ACT Tourism campaigns are managed under one general development contract rather than separate contracts for each campaign. As such, specific costs for each medium incorporate all ACT Tourism campaigns. Costs in addition to those identified for each medium relate to concept development costs and design agency management fees.

Approved for circulation to the Select Committee on Campaign Advertising

Signature:

Date:

By the Chief Minister, Jon Stanhope MLA