



LEGISLATIVE ASSEMBLY
FOR THE AUSTRALIAN CAPITAL TERRITORY

QTON No. 37

STANDING COMMITTEE ON ENVIRONMENT AND TRANSPORT AND CITY SERVICES
MS TARÁ CHEYNE MLA (CHAIR), CANDICE BURCH MLA (DEPUTY CHAIR), JAMES MILLIGAN MLA

Inquiry into referred 2018–19 Annual and Financial Reports
ANSWER TO QUESTION TAKEN ON NOTICE
15 November 2019

Asked by Miss C Burch MLA:

In relation to: Discrepancy re The Campaign Advertising Report for Network 19

MISS C BURCH: Okay. And in the campaign advertising report to the Legislative Assembly, the report lists four expenses. Now, this is going back to Network 19 being rolled out. Four expenses for the new transport network campaign, with the figure listed as \$335,000, but the total of these four expenses only amounts to \$135,000. Can you explain the discrepancy there?

Mr Steel: Which page are you referring to, Miss Burch?

MISS C BURCH: Sorry, I do not have a page number here, but it is in the campaign advertising report to the Legislative Assembly.

Mr Steel: Do you have anything to add on that? We can take that—

Ms Sturman: I think we will take that on notice?

MISS C BURCH: Can you take that on notice, as to why there is \$200,000 not accounted for?

Mr Steel: Yes.

MISS C BURCH: Thank you.

Mr Chris Steel MLA: The answer to the Member's question is as follows:—

The campaign advertising report (Attachment A) provides details of two separate campaigns reviewed during the period:

1. 20 March 2019: New Network Pre-launch Campaign (total of \$133,737.02); and
2. 3 May 2019: New Transport Network Campaign (total of \$335,076.39).

The line item in the table for 3 May incorrectly shows the breakdown of costs as a duplication of the 20 March 2019 breakdown. This is an administrative error in the breakdown of costs only. The overall total of \$335,076.39 is correct.

The correct breakdown for this line item (in the table for 3 May) is as follows:

CAMPAIGN ACTIVITY	COST
Creative /strategy development	\$27,252.00
Production (campaign materials)	\$27,277.00
Total media costs	\$280,547.39
TOTAL	\$335,076.39

The above figures were submitted to the Independent Reviewer at the time of review and the total figure is accurately reflected in the report.

The Independent Reviewer will include an amendment in the next report about government campaigns to be given to the Legislative Assembly in 2020.

Approved for circulation to the Standing Committee on Environment and Transport and City Services

Signature:



Date:

27 / 11 / 19

By the Minister for Transport Canberra, Chris Steel MLA