

BANKING PACKAGE — COMMUNITY AWARENESS CAMPAIGN

On 8 December 2010 the Prime Minister approved funding of \$15 million over the forward estimates for the Bank on a Better Deal community awareness and education campaign as part of the Government's Competitive and Sustainable Banking Package.

KEY POINTS

- The campaign was announced by the Government on 12 December 2010 as part of the Competitive and Sustainable Banking System package of reforms.
- The campaign is aimed at:
 - building understanding about the range of competitive deals on offer and empowering consumers to shop around.
 - building the capacity of every Australian to make better decisions about managing their money and to help enhance their financial wellbeing.
- The campaign will be assessed by the Independent Communications Committee against the Government's Guidelines on Information and Advertising Campaigns.
- Hall & Partners | Open Mind was awarded the contract to conduct developmental research and concept testing following a select tender process using the Government's Communications Multi-Use List.
- The awarded contract price was \$369,578 with total expenditure of \$70,060 as at 14 February 2011.
- It was originally envisaged that the campaign would run in two phases — one in early 2011 and one later in the year. However, findings from the developmental research indicate that community education needs will be greater following the passage of legislation underpinning various components of the package later in the year.
- Ministerial and Communications Division is working with Markets Group on the development of the campaign.

Contact Officer:

Division: Ministerial and Communications Division

Date: 24 February 2011