



## Public hearing on the Auditor-General's government advertising assurance role

The Joint Committee of Public Accounts and Audit will hold a public hearing tomorrow with an academic expert on advertising as part of its inquiry into the role of the Auditor-General in assessing compliance of government advertising with guidelines issued in June 2008 (Guidelines on Campaign Advertising by Australian Government Departments and Agencies).

Under the Government's guidelines, the Auditor-General provides assurance on whether advertising campaigns in excess of \$250,000 comply with the guidelines. As at 16 October 2009, the Auditor-General had issued 71 reports on 32 advertising campaigns. The guidelines and related material are available at <http://www.finance.gov.au/Advertising/index.html>.

Providing evidence at this hearing will be Ms Sally Webster, a Lecturer in Advertising and Marketing Communication at the University of Canberra. Ms Webster is an author and marketing communications professional who has worked in the arts, politics, industry, education, and tourism areas. She has specialised in political and Government communications, including political campaigning, developing whole-of-Government communications, Indigenous communications, corporate communications, and corporate brand identity.

The Chair of the Committee, Ms Sharon Grierson MP said "This hearing will provide an opportunity for the Committee to learn about the development of advertising campaigns from an expert in the field, which will inform our inquiry of the processes that underpin a Government advertising campaign."

**Date:** Wednesday, 21 October 2009

**Time:** 12.15 pm—1:00 pm

**Venue:** Committee Room 1R6, Parliament House, Canberra.

The hearings will be **webcast live** on: <http://webcast.aph.gov.au/livebroadcasting/>.  
**For more information:** please contact the Committee Chair, Sharon Grierson MP, on (02) 6277 4221 or 0412 291 654 or the Committee secretary on (02) 6277 2316 or visit the website at <http://www.aph.gov.au/house/committee/jpaa/govtad/index.htm>.