

Auditor-General for Australia



File Reference: 2009/997

4 December 2009

Ms Sharon Grierson MP
Chair
Joint Committee of Public Accounts and Audit
Parliament House
CANBERRA ACT 2600

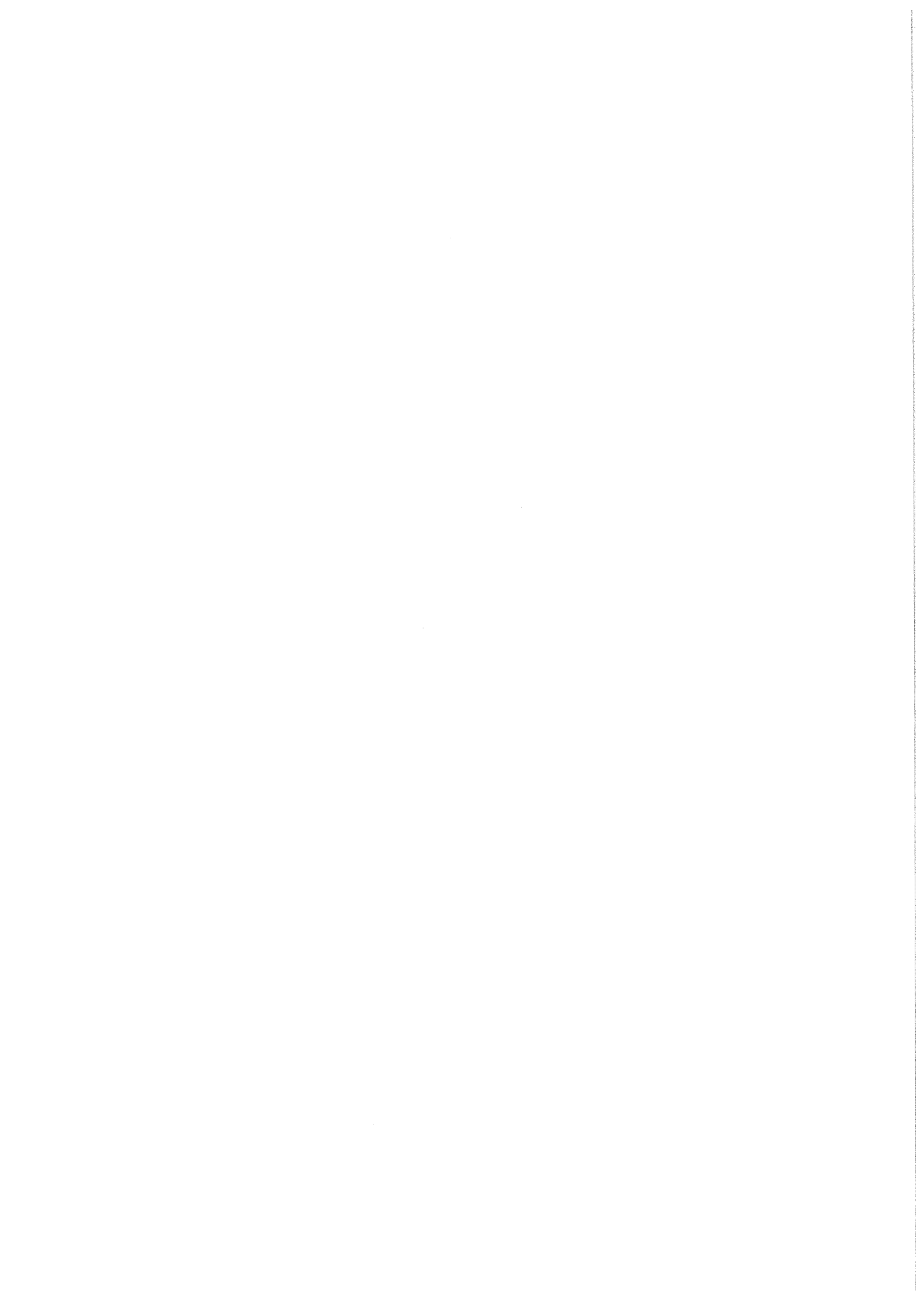
Dear Ms Grierson

You will recall that, at the Joint Committee of Public Accounts and Audit hearing of 23 November 2009, the Committee asked to be provided with correspondence between the Department of Families, Housing, Community Services and Indigenous Affairs (FaHCSIA) and the Australian National Audit Office (ANAO) relating to the ANAO's review of the advertising campaign associated with the Economic Security Strategy Payment, which was administered by FaHCSIA.

This correspondence is attached for the information of the Committee.

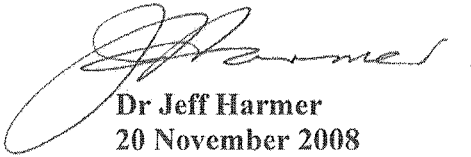
Yours sincerely

Ian McPhee



CHIEF EXECUTIVE CERTIFICATION FOR GOVERNMENT ADVERTISING CAMPAIGNS

I, Jeff Harmer, am satisfied that the Economic Security Strategy Payments campaign attached to this Certification complies with the *Guidelines on Campaign Advertising for Australian Government Departments and Agencies*:


Dr Jeff Harmer
 20 November 2008

		√ or x	Attachment Reference
GUIDELINE 1: MATERIAL SHOULD BE RELEVANT TO GOVERNMENT RESPONSIBILITIES			
1	The policy / programs which form the basis of the campaign are underpinned by legislative authority, an appropriation of the Parliament or a Cabinet Decision which is intended to be implemented during the current Parliament.	<input checked="" type="checkbox"/>	<i>Secure for</i>
GUIDELINE 2: MATERIAL SHOULD BE PRESENTED IN AN OBJECTIVE, FAIR AND ACCESSIBLE MANNER			
2. 1	Materials are presented in an explanatory, fair and objective manner	<input checked="" type="checkbox"/>	<i>A</i>
2. 2	Materials distinguish between facts, comment, opinion and analysis	<input checked="" type="checkbox"/>	<i>A</i>
2. 3	Pre-existing policies, products or services and activities are not being presented as new	<input checked="" type="checkbox"/>	<i>A</i>
2. 4	Where the target audience requires, special attention has been made to communicate with disadvantaged individuals or other groups within the target audience, including considering the needs of young people, the rural community and those for whom English is not a convenient language to receive information	<input checked="" type="checkbox"/>	<i>A + B</i>
GUIDELINE 3: MATERIAL SHOULD NOT BE DIRECTED AT PROMOTING PARTY POLITICAL INTERESTS			
3. 1	Materials are presented in a manner free from partisan promotion of government policy and political argument, and in objective language	<input checked="" type="checkbox"/>	<i>A</i>
3. 2	Information does not directly foster a positive impression of a particular political party or promote party political interests	<input checked="" type="checkbox"/>	<i>A</i>

3. 3 Information and materials do not:
- (a) mention the party in government by name A
 - (b) directly attack or scorn the views, policies or actions of others such as the policies and opinions of opposition parties or groups A
 - (c) include party-political slogans or images A
 - (d) influence public support for a political party, a candidate for election, a Minister or a Member of Parliament A
 - (e) refer or link to the websites of politicians or political parties A

GUIDELINE 4: MATERIAL SHOULD BE PRODUCED AND DISTRIBUTED IN AN EFFICIENT, EFFECTIVE AND RELEVANT MANNER, WITH DUE REGARD TO ACCOUNTABILITY

- 4. 1 A cost/benefit analysis has been undertaken to justify the campaign in terms of society's needs, efficiency and effectiveness C+D+E
- 4. 2 There is a clear audit trail regarding decision making including for the tendering of services and employment of consultants F
- 4. 3 Procurement practices have been consistent with the requirements of the *Commonwealth Procurement Guidelines* F

GUIDELINE 5: ADVERTISING MUST COMPLY WITH LEGAL REQUIREMENTS

- 5. 1 Campaign complies with all relevant laws including:
 - (a) laws with respect to broadcasting and media G
 - (b) privacy laws G
 - (c) electoral laws G
 - (d) intellectual property G
 - (e) trade practices and consumer protection laws G
 - (f) workplace relations laws G
- 5. 2 Any unsolicited materials (such as mail outs, email and SMS) clearly and directly affect the interests of recipients G



Australian Government

Department of Families, Housing,
Community Services and Indigenous Affairs

THE SECRETARY

Ian McPhee
Auditor-General
Australian National Audit Office
19 National Circuit
BARTON ACT 2601

Jan,
Dear Mr McPhee

As part of the review of the Economic Security Strategy public information campaign under Section 20(1)(c) of the *Auditor-General Act 1997*, I certify that to the best of my knowledge, the Economic Security Strategy public information campaign complies with the Government's Guidelines on Campaign Advertising by Australian Government Departments and Agencies.

The certification and supporting documents are enclosed. This package has also been provided to the Australian National Audit Office (ANAO) in order for your review to be completed.

As a part of the campaign's certification, the Department provides you with the following assurances:

- all representations included in the creative materials are true, accurate and technically correct;
- the campaign materials and media plan are final;
- the Department will advise the ANAO of any changes to the final creative materials or media plan as soon as possible and before implementation.

The Department is currently scheduled to launch the campaign on 23 November 2008. Therefore, it would be appreciated if you could conduct the review of the campaign at your earliest convenience.

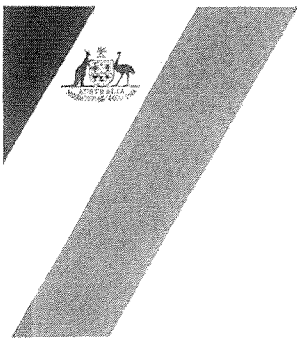
If you require any further information regarding the Economic Security Strategy public information campaign's certification under the Government's Guidelines, please contact Skye Shelley, Section Manager, Communication and Media Branch on 02 6244 1702 or 0437 475 979.

Yours sincerely

A handwritten signature in black ink, appearing to read "J Harmer", with a large, sweeping flourish at the end.

Dr Jeff Harmer

20 November 2008



Independent Report on the Economic Security Strategy Campaign Phase 1 (November – December 2008)

To the Minister for Families, Housing, Community Services and Indigenous Affairs

Introduction

The Government *Guidelines on Campaign Advertising by Australian Government Departments and Agencies* (the Guidelines) state that Government information and advertising campaigns can only be approved for launching by the responsible Minister where:

- the Chief Executive of the agency undertaking the campaign certifies that the campaign complies with the Guidelines and relevant Government policies; and
- for those campaigns with expenditure in excess of \$250 000, the Auditor-General provides a report to the Minister responsible for the agency undertaking the campaign as to the proposed campaign's compliance with the Guidelines.

Scope

I have undertaken a review of the Economic Security Strategy Campaign Phase 1 (November – December 2008), administered by the Department of Families, Housing, Community Services and Indigenous Affairs to enable me to report on the proposed campaign's compliance with the Guidelines.

The Guidelines state that campaigns should be instigated only where a need is demonstrated, target recipients are clearly identified and the campaign is based on appropriate research, and require that:

- material should be relevant to government responsibilities;
- material should be presented in an objective, fair and accessible manner;
- material should not be directed at promoting party political interests;
- material should be produced and distributed in an efficient, effective and relevant manner, with due regard to accountability; and
- advertising must comply with legal requirements.

The criteria I have used to make my assessment of the compliance of the Economic Security Strategy Campaign Phase 1 (November – December 2008) with the Guidelines are the matters specified at paragraphs 11 to 24 of the *Guidelines on Campaign Advertising by Australian Government Departments and Agencies* published by the Department of Finance and Deregulation in June 2008.

As of the date of this report, proposed campaign materials in languages other than English (including indigenous languages) have not been produced. As such these materials are outside the scope of this review. The Department of Families, Housing, Community Services and Indigenous Affairs has undertaken to provide these materials to me separately for review against the Guidelines before they are publicly released.

Responsibilities of the Department

Agencies subject to the *Financial Management and Accountability Act 1997* must comply with the Guidelines as a matter of Government policy. The Secretary of the Department of Families, Housing, Community Services and Indigenous Affairs has certified that the campaign complies with the Guidelines.

The Auditor's Responsibility

My responsibility is to express, in this assurance report, an independent conclusion based on my review.

My review is conducted in accordance with the Australian Standard on Assurance Engagements ASAE 3000 *Assurance Engagements Other than Audits or Reviews of Historical Financial Information* issued by the Australian Auditing and Assurance Standards Board. My review is designed to enable me to obtain sufficient appropriate evidence to form a conclusion whether anything has come to my attention to indicate that the campaign does not comply, in all material respects, with the Guidelines.

Review methodology

I have conducted the review of the campaign by making such enquiries and performing such procedures as I considered reasonable in the circumstances including:

- an examination of campaign materials including print advertisements and brochures, radio scripts, fact sheets, posters, direct-mail letters, digital content and search.
- a review of supporting documents and records relevant to the campaign, including related research and campaign funding approvals;
- interviews with staff of the Department of Families, Housing, Community Services and Indigenous Affairs involved with the preparation of the campaign;
- an assessment of the reasonableness of the judgements made by the Department of Families, Housing, Community Services and Indigenous Affairs against each of the Guidelines; and
- an examination of the certification by the Secretary of the Department of Families, Housing, Community Services and Indigenous Affairs dated 20 November 2008.

The ANAO review did not extend to an assessment of the general system controls and supporting procedures in place in the Department of Families, Housing, Community Services and Indigenous Affairs to manage its advertising activities, but focussed on matters relating specifically to the Economic Security Strategy Campaign Phase 1 (November – December 2008). A review of this nature provides less assurance than an audit.

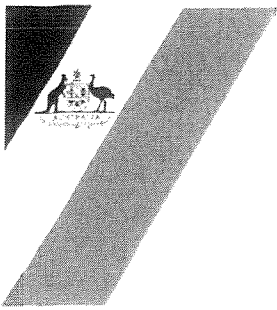
Conclusion

Based on my review described in this report, nothing has come to my attention that causes me to believe that Economic Security Strategy Campaign Phase 1 (November – December 2008) does not comply, in all material respects, with the requirements of the Government's *Guidelines on Campaign Advertising by Australian Government Departments and Agencies*.



Ian McPhee
Auditor-General

Canberra
20 November 2008



AUDIT-IN-CONFIDENCE



3 December 2008

Dr Jeff Harmer
Secretary
Department of Families, Housing, Community Services and Indigenous Affairs
Tuggeranong Office Park
Soward Way
GREENWAY ACT 2900

Dear Dr Harmer

**Review of the Economic Security Strategy Campaign Phase 1
(November – December 2008) – materials in languages other than English**

On 20 November 2008 the Auditor-General provided you with his report on the compliance of the Economic Security Strategy Campaign Phase 1 (November – December 2008) administered by the Department of Families, Housing, Community Services and Indigenous Affairs (the Department) with the *Guidelines on Campaign Advertising by Australian Government Departments and Agencies* issued by the Department of Finance and Deregulation in June 2008 (the Guidelines). The report was unqualified but noted that, as of the date of the report, the materials relating to languages other than English had not been produced. As such this material was outside the scope of the review. The Department undertook to provide this material separately for review against the Guidelines before the material was publicly released.

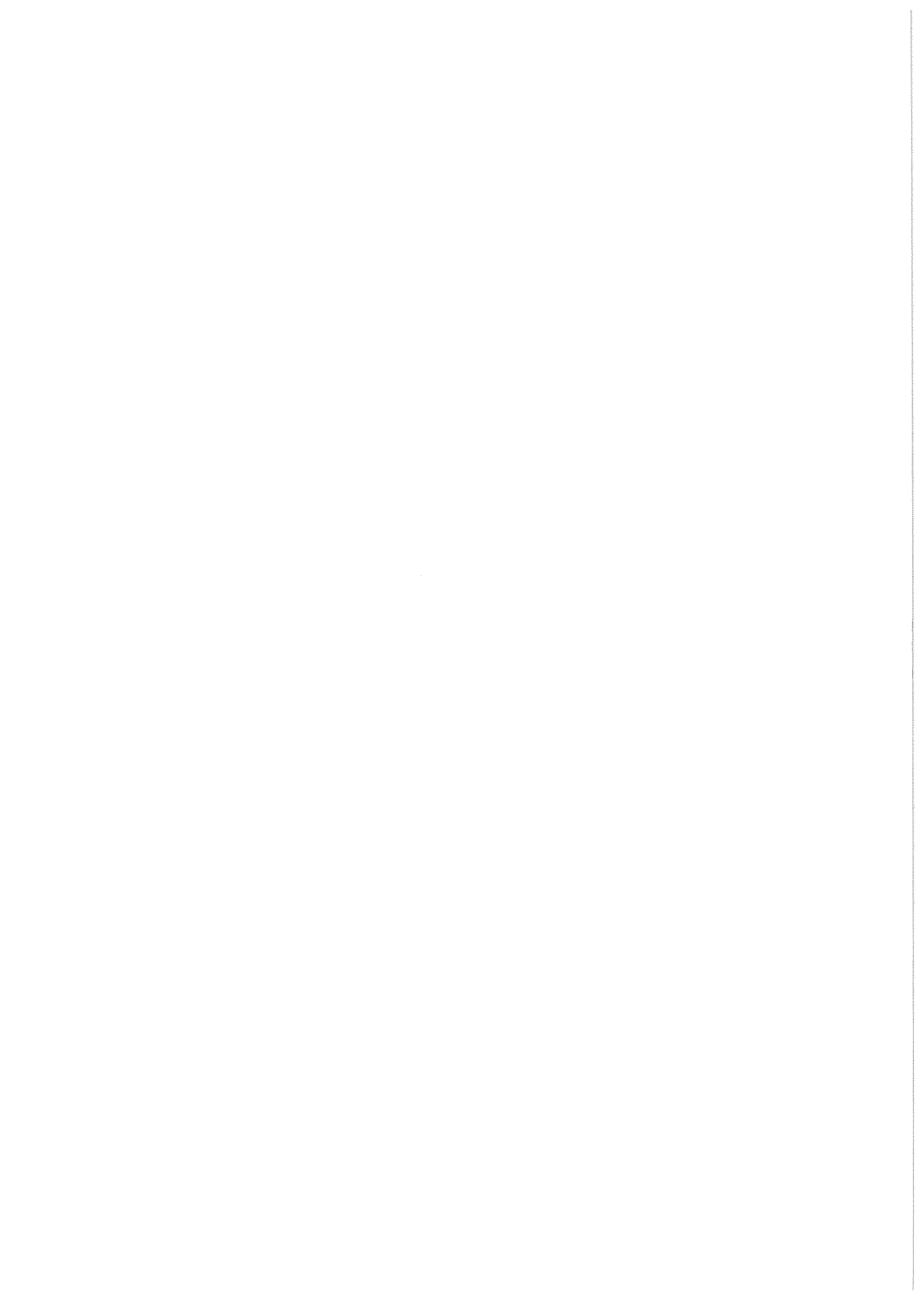
Your Department has since submitted for review, the material in languages other than English and your certification of these materials' compliance with the Guidelines. In accordance with agreed arrangements, I have undertaken a review of compliance of the material in languages other than English with the Guidelines.

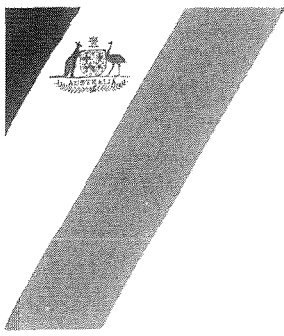
My report on my review of this element of the campaign, which is unqualified, has been provided to the Minister for Families, Housing, Community Services and Indigenous Affairs. A copy of the report is provided for your information.

I have also copied this report to the Cabinet Secretary and the Secretary of the Department of Finance and Deregulation.

Yours sincerely

Steve Chapman
Deputy Auditor-General





Independent Report on the Economic Security Strategy Campaign Phase 1 (November – December 2008) – materials in languages other than English

To the Minister for Families, Housing, Community Services and Indigenous Affairs

Introduction

The Government *Guidelines on Campaign Advertising by Australian Government Departments and Agencies* (the Guidelines) state that Government information and advertising campaigns can only be approved for launching by the responsible Minister where:

- the Chief Executive of the agency undertaking the campaign certifies that the campaign complies with the Guidelines and relevant Government policies; and
- for those campaigns with expenditure in excess of \$250 000, the Auditor-General provides a report to the Minister responsible for the agency undertaking the campaign as to the proposed campaign's compliance with the Guidelines.

On 20 November 2008 the Auditor-General provided you with his report on the Economic Security Strategy Campaign Phase 1 (November – December 2008), administered by the Department of Families, Housing, Community Services and Indigenous Affairs (the Department). The report was unqualified but noted that, as of the date of the report, the materials relating to indigenous and people from a non-English speaking background had not been produced. As such this material was outside the scope of the review. The Department undertook to provide this material to the Auditor-General separately for review against the Guidelines before the material was publicly released.

Scope

I have now undertaken a review of the materials in languages other than English for the Economic Security Strategy Campaign Phase 1 (November – December 2008), to enable me to report on the compliance of this element of the campaign with the Guidelines.

The Guidelines state that campaigns should be instigated only where a need is demonstrated, target recipients are clearly identified and the campaign is based on appropriate research, and require that:

- material should be relevant to government responsibilities;
- material should be presented in an objective, fair and accessible manner;
- material should not be directed at promoting party political interests;
- material should be produced and distributed in an efficient, effective and relevant manner, with due regard to accountability; and
- advertising must comply with legal requirements.

The criteria I have used to make my assessment of the proposed materials' compliance with the Guidelines are matters specified at paragraphs 11 to 24 of the *Guidelines on Campaign Advertising by Australian Government Departments and Agencies* published by the Department of Finance and Deregulation in June 2008.

Responsibilities of the Department

Agencies subject to the *Financial Management and Accountability Act 1997* must comply with the Guidelines as a matter of Government policy. The Secretary of the Department of Families, Housing, Community Services and Indigenous Affairs has certified that the materials in languages other than English complies with the Guidelines.

The Auditor's Responsibility

My responsibility is to express, in this assurance report, an independent conclusion based on my review.

My review is conducted in accordance with the Australian Standard on Assurance Engagements ASAE 3000 *Assurance Engagements Other than Audits or Reviews of Historical Financial Information* issued by the Australian Auditing and Assurance Standards Board. My review is designed to enable me to obtain sufficient appropriate evidence to form a conclusion whether anything has come to my attention to indicate that the campaign does not comply, in all material respects, with the Guidelines.

Review methodology

I have conducted the review of the campaign by making such enquiries and performing such procedures as I considered reasonable in the circumstances including:

- an examination of the documentation supporting the accuracy of the translations of the materials in languages other than English;
- an examination of the certification provided by the Secretary of the Department of Families, Housing, Community Services and Indigenous Affairs dated 3 December 2008; and
- the enquiries conducted and the procedures performed in the course of the Auditor-General's review of the Economic Security Strategy Campaign Phase 1 (November – December 2008), which are outlined in the report dated 20 November 2008.

The ANAO review did not extend to an assessment of the general system controls and supporting procedures in place in the Department of Families, Housing, Community Services and Indigenous Affairs to manage its advertising activities, but focussed on matters relating specifically to the materials in languages other than English for the Economic Security Strategy Campaign Phase 1 (November – December 2008). A review of this nature provides less assurance than an audit.

Conclusion

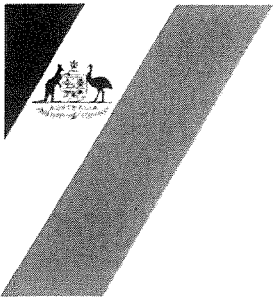
Based on my review described in this report, nothing has come to my attention that causes me to believe that the materials in languages other than English for the Economic Security Strategy Campaign Phase 1 (November – December 2008) do not comply, in all material respects, with the requirements of the Government's *Guidelines on Campaign Advertising by Australian Government Departments and Agencies*.

AUSTRALIAN NATIONAL AUDIT OFFICE



Steve Chapman
Deputy Auditor-General
Delegate of the Auditor-General

Canberra, 3 December 2008



AUDIT-IN-CONFIDENCE



File Reference: F2008/1577

20 November 2008

Dr Jeff Harmer
Secretary
Department of Families, Housing, Community Services and Indigenous Affairs
Tuggeranong Office Park
Soward Way
GREENWAY ACT 2900

Dear Dr Harmer

**Review of the Economic Security Strategy Campaign Phase 1
(November – December 2008)**

In accordance with agreed arrangements, the Auditor-General has undertaken a review of compliance of the proposed Economic Security Strategy Campaign Phase 1 (November – December 2008) with the *Guidelines on Campaign Advertising by Australian Government Departments and Agencies* issued by the Department of Finance and Deregulation in June 2008.

A report on the Auditor-General's review of the campaign, which is unqualified, has been provided to the Minister for Families, Housing, Community Services and Indigenous Affairs. A copy of the report is provided for your information.

I have also copied this report to the Cabinet Secretary and the Secretary of the Department of Finance and Deregulation.

Yours sincerely

Peter White
Group Executive Director
Performance Audit Services Group

AUDIT-IN-CONFIDENCE



Australian Government

Department of Families, Housing,
Community Services and Indigenous Affairs

THE SECRETARY

Mr Ian McPhee
Auditor-General
Australian National Audit Office
19 National Circuit
BARTON ACT 2601

Ian,
Dear Mr McPhee

Further to your review of the Economic Security Strategy public information campaign under Section 20(1)(c) of the *Auditor-General Act 1997*, I certify that to the best of my knowledge, the Economic Security Strategy public information campaign translated materials comply with the Government's Guidelines on Campaign Advertising by Australian Government Department and Agencies.

These materials are in addition to the campaign materials provided to you on 20 November 2008.

The certification and supporting documents are enclosed. This package has also been provided to the Australian National Audit Office (ANAO) in order for your review to be completed.

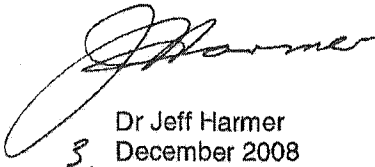
As a part of the campaign's certification, the Department provides you with the following assurances:

- all representations included in the translated materials are true, accurate and technically correct;
- the translated materials are final;
- the Department will advise the ANAO of any changes to the final translated materials or media plan as soon as possible and before implementation.

The Department is currently scheduled to launch the translated component of the campaign on 7 December 2008. Therefore, it would be appreciated if you could conduct the review of the campaign at your earliest convenience.

If you require any further information regarding the Economic Security Strategy public information campaign's certification under the Government's Guidelines, please contact Jessica Ewens, Account Manager, Communication and Media Branch on 02 6244 7051 or 0433 279 653.

Yours sincerely


3. Dr Jeff Harmer
December 2008

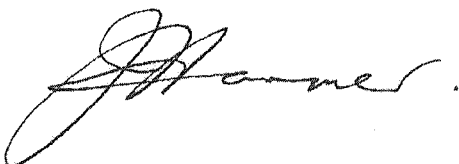
PO Box 7576 Canberra Business Centre ACT 2610
Email Jeff.Harmer@fahcsia.gov.au • Facsimile 02 6244 7983 • Telephone 1300 653 227
National Relay Service: TTY – 133 677, Speak and listen – 1300 555 727, Internet relay –
www.relayservice.com.au www.fahcsia.gov.au

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CHIEF EXECUTIVE CERTIFICATION FOR GOVERNMENT ADVERTISING CAMPAIGNS

I, **Jeff Harmer**, am satisfied that the translated materials for the Economic Security Strategy Lump Sum Payments campaign attached to this Certification complies with the *Guidelines on Campaign Advertising for Australian Government Departments and Agencies*:

Chief Executive Officer
3 December 2008



		√ or x	Attachment Reference
GUIDELINE 1: MATERIAL SHOULD BE RELEVANT TO GOVERNMENT RESPONSIBILITIES			
1	The policy / programs which form the basis of the campaign are underpinned by legislative authority, an appropriation of the Parliament or a Cabinet Decision which is intended to be implemented during the current Parliament	√	Refer to certification of 20 November 2009
GUIDELINE 2: MATERIAL SHOULD BE PRESENTED IN AN OBJECTIVE, FAIR AND ACCESSIBLE MANNER			
2. 1	Materials are presented in an explanatory, fair and objective manner	√	Refer to certification of 20 November 2009
2. 2	Materials distinguish between facts, comment, opinion and analysis	√	Refer to certification of 20 November 2009.
2. 3	Pre-existing policies, products or services and activities are not being presented as new	√	Refer to certification of 20 November 2009
2. 4	Where the target audience requires, special attention has been made to communicate with disadvantaged individuals or other groups within the target audience, including considering the needs of young people, the rural community and those for whom English is not a convenient language to receive information	√	Refer Attachment A, B & C
GUIDELINE 3: MATERIAL SHOULD NOT BE DIRECTED AT PROMOTING PARTY POLITICAL INTERESTS			
3. 1	Materials are presented in a manner free from partisan promotion of government policy and political argument, and in objective language	√	Refer to certification of 20 November 2009
3. 2	Information does not directly foster a positive impression of a particular political party or promote party political interests	√	Refer to certification of 20 November 2009

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3. 3	Information and materials do not:		
	(a) mention the party in government by name	✓	Refer to certification of 20 November 2009
	(b) directly attack or scorn the views, policies or actions of others such as the policies and opinions of opposition parties or groups	✓	Refer to certification of 20 November 2009
	(c) include party-political slogans or images	✓	Refer to certification of 20 November 2009.
	(d) influence public support for a political party, a candidate for election, a Minister or a Member of Parliament	✓	Refer to certification of 20 November 2009
	(e) refer or link to the websites of politicians or political parties	✓	Refer to certification of 20 November 2009

GUIDELINE 4: MATERIAL SHOULD BE PRODUCED AND DISTRIBUTED IN AN EFFICIENT, EFFECTIVE AND RELEVANT MANNER, WITH DUE REGARD TO ACCOUNTABILITY

4. 1	A cost/benefit analysis has been undertaken to justify the campaign in terms of society's needs, efficiency and effectiveness	✓	Refer to certification of 20 November 2009
4. 2	There is a clear audit trail regarding decision making including for the tendering of services and employment of consultants	✓	Refer to certification of 20 November 2009 and Attachment D
4. 3	Procurement practices have been consistent with the requirements of the <i>Commonwealth Procurement Guidelines</i>	✓	Refer to certification of 20 November 2009 and Attachment D

GUIDELINE 5: ADVERTISING MUST COMPLY WITH LEGAL REQUIREMENTS

5. 1	Campaign complies with all relevant laws including:		
	(a) laws with respect to broadcasting and media	✓	Refer to certification of 20 November 2009
	(b) privacy laws	✓	Refer to certification of 20 November 2009
	(c) electoral laws	✓	Refer to certification of 20 November 2009

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	(d) intellectual property	✓	Refer to certification of 20 November 2009
	(e) trade practices and consumer protection laws	✓	Refer to certification of 20 November 2009
	(f) workplace relations laws	✓	Refer to certification of 20 November 2009
5. 2	Any unsolicited materials (such as mail outs, email and SMS) clearly and directly affect the interests of recipients	✓	Refer to certification of 20 November 2009