

Joint Committee of Public Accounts and Audit

Rec'd 24 Jun 09.

ANSWERS TO QUESTIONS ON NOTICE

**PUBLIC HEARING ON THE ROLE OF THE AUDITOR-GENERAL IN
SCRUTINISING GOVERNMENT ADVERTISING (MAY 2009)**

Australian National Audit Office

Topic: Review of www.economicstimulusplan.gov.au

Member: Mr Briggs

Question reference number: 1

Date set by the committee for the return of answer:

Question:

Has www.economicstimulusplan.gov.au been reviewed as part of an advertising campaign and, if not, why not? If it is a similar brand as other ads that the ANAO have had to approve, how does it miss out?

Answer:

No, www.economicstimulusplan.gov.au has not been reviewed as part of an advertising campaign.

The website has not been referred to the ANAO to review, either separately or as part of any other campaign.

The Australian Taxation Office Tax Bonus campaign included the term 'Stimulus plan Tax Bonus Payments' as part of its print advertisements. No other advertising campaigns reviewed by the ANAO have been branded as economic stimulus plan campaigns nor included the branding or logo associated with the economic stimulus plan.