



Recent changes to Government Advertising

The Joint Committee of Public Accounts and Audit will hold a public hearing on Thursday 17 June for the inquiry into the role of the Auditor-General in scrutinising government advertising campaigns.

The public hearing will examine the changes to Government advertising since the release of the *Independent Review of Government Advertising Arrangements* on 31 March 2010.

The Auditor-General and Dr Allan Hawke, author of the *Independent Review of Government Advertising Arrangements* and current chair of the Independent Communications Committee will appear before the Committee to provide more detail on effects of the changes, which include:

- The Auditor-General's role in reviewing proposed advertising campaigns before their launch being abolished;
- The Guidelines on Campaign Advertising by Australian Government Departments and Agencies being simplified and clarified; and
- Independent review of compliance with the Guidelines and advice to chief executives being provided by an Independent Communications Committee (ICC).

Chair of the Committee, Ms Sharon Grierson MP said "This public hearing will assist the Committee in its examination of the changes and their effect on Government advertising".

Date: Thursday 17 June, 2010

Time: 10.00 am - 12:00 am

Venue: Committee Room 2R1, 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 4615 or visit the website at <http://www.aph.gov.au/house/committee/jpaa/govtad/index.htm>