



Public hearing on the Auditor-General's role in scrutinising government advertising

The Joint Committee of Public Accounts and Audit will hold a further public hearing on Monday 26 October on the Auditor-General's role in assessing compliance of government advertising with the *Guidelines on Campaign Advertising by Australian Government Departments and Agencies* issued in June 2008.

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>.

The public hearing will examine the certification process using three campaigns as examples:

- the *National Binge Drinking* campaign run by the Department of Health and Ageing;
- the *Child care Tax Rebate* campaign run by the Department of Education, Employment and Workplace Relations; and
- the *Small Business and General Business Tax Break* campaign run by the Australian Taxation Office.

Representatives from each department and agency will appear before the Committee alongside representatives from both the Australian National Audit Office and the Department of Finance and Deregulation.

Chair of the Committee, Ms Sharon Grierson MP said "This public hearing will allow the Committee to conduct a detailed examination of the Auditor-General's assurance certification process using three examples of certified campaigns".

Date: Monday, 26 October 2009

Time: 9:15 am - 11:30 am

Venue: Committee Room 1R4, 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>