Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

Additional Estimates 2010-2011, 23 February 2011

Question: E11-115

OUTCOME 0: Whole of Portfolio

Topic: HEALTH REFORM

Written Question on Notice

Senator Fierravanti-Wells asked:

a)   Will any advertising campaign be undertaken in relation to the proposal announced on
      13 February 2011?
b)   What steps will be taken to ensure that any future advertising campaign of the new
      health deal will be factually correct?
c)   How did this factually incorrect advertising campaign come about?
d)   Who is responsible for the factually incorrect advertising campaign (of the health
      deal)?
e)   Please explain how advertising campaigns are approved. Who bears ultimate
      responsibility?
f)   Will the approval for advertising campaigns be changed? Please explain.
g)   What other government advertising campaigns are factually incorrect? If they say there
      are none: how can the Department be certain that there is none?

Answer:

a)   At this time there is no plan for an advertising campaign about the overarching Health
      Reform plan.

b)   See a).

c)   The campaign was factually correct at the time of production and screening. All
      advertising campaigns are required to comply with the Department of Finance and
      Administration's *Guidelines on Information and Advertising Campaigns by Australian
      Government Departments and Agencies* (the Guidelines).

d)   Advertising campaigns are reviewed by Independent Communications Committee to
      ensure they comply with the Guidelines. They are then certified by the Secretary, after
      advice from the Independent Communications Committee that the campaign complies
      with Principles 1 to 4 of the Guidelines .

e)   See answers c and d.

f)   This question is for the Department of Finance and Deregulation as it is responsible for
      the management of the Guidelines.
g)   See d). All other Government campaigns conducted outside the Department of Health
      and Ageing are a matter for the relevant departments.