

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
FAMILIES, HOUSING, COMMUNITY SERVICES AND
INDIGENOUS AFFAIRS PORTFOLIO
2011-12 Supplementary Estimates Hearings

Outcome Number: Cross

Question No: 9

Topic: Government Advertising

Hansard Page: Written

Senator McKenzie asked:

What advertising – Campaign and Non-Campaign – did the Department/Agency undertaken in 2011-12? Provide details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services.

Did the Department of Finance and Deregulation provide any advice about the advertising? Provide details of each advertising item.

Did the Advertising comply with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies (March 2010)? Provide the details for each advertising item.

Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.

What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answer:

To date (1 July 2011 to 30 September 2011), the Department of Families, Housing, Community Services and Indigenous Affairs has not undertaken any **campaign** advertising and has spent \$284,663 (GST exclusive) on **non-campaign** advertising.

Providing the details of each advertisement, including the program the advertising was for, is not possible as the information is not readily available without the use of significant resources. All non-campaign advertising is placed through the master agency for non-campaign advertising Adcorp.

The Department of Finance and Deregulation did not provide advice about the advertising as it was non-campaign advertising and hence the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies did not apply.

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The only communication program that was not a campaign that had advertising placement in 2011-12 was International Day of People with Disability 2011 (IDPwD), which will be held on 3 December 2011.

The total advertising spend for IDPwD 2011 and the National Disability Awards is \$1,940 (GST exclusive) and forms part of the non-campaign figure spend for the same period.

Campaign advertising will be undertaken for *The Line* campaign in 2011-12.