

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

Supplementary Budget Estimates 2012-2013, 17 & 19 October 2012

Question: E12-095

OUTCOME 0: Whole of Portfolio

Topic: GOVERNMENT ADVERTISING

Type of Question: Written Question on Notice

Number of pages: 2

Senator: Senator Boyce

Question:

- a) What was the total cost of all advertising for the financial year to date?
- b) Is the advertising campaign or non-campaign advertising? Provide details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services.
- c) Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.
- d) Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.
- e) Did the Advertising comply with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies? Provide the details for each advertising item.
- f) Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
- g) What advertising - Campaign and Non-Campaign - and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answer:

Information is provided for the period 1 July 2012 to 31 October 2012 for the Department of Health and Ageing, including Therapeutic Goods Administration Trust, National Industrial Chemical Notification and Assessment Scheme and Office of Gene Technology Regulator.

- a) \$235,039

b) Advertising for the financial year to date is non-campaign related.

Non-campaign advertising	Media Placement \$ (GST excl)
Recruitment	5,215
Tenders	18,057
Public Notices	211,767
Total	Total: \$235,039

c) Department of Finance and Deregulation (DoFD) advice is sought when required, otherwise the Department follows the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies as managed by DoFD.

d) No.

e) Not Applicable.

f) To collate and compile the requested information would involve a significant research effort that the Department is not currently in a position to undertake.

g) Departmental Campaigns:

- National Tobacco Campaign – More Targeted Approach
- Tobacco Plain Packaging
- National HPV Vaccination Program
- Local Community Campaigns to Promote Better Aboriginal and Torres Strait Islander Health
- National Aboriginal and Torres Strait Island Ear Health Campaign
- Attracting More People to Work in Indigenous Health
- National Drugs Campaign
- Low Aromatic Fuel
- Aged Care Reform Communication

To collate and compile the requested information for non-campaign communication programs would involve a significant research effort that the department is not currently in a position to undertake.