

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Budget Estimates

29 May – 31 May 2012

Question: BET 559-565

Topic: Government Advertising (APRA)

Hansard Page: Written (received from Committee – 13 June 2012)

Senator Bushby asked:

559. What was the total cost of all advertising for the financial year to date?
560. Is the advertising campaign or non-campaign advertising? Provide details of each advertising, including the program, what the advertising was for, the total spend and the business that provided the advertising services.
561. Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.
562. Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.
563. 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.
564. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
565. What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answer:

559. APRA's total cost of all advertising for the financial year to 31 May 2012 was \$162,073.47.
560. APRA does not conduct Campaign Advertising. Advertising expenditure predominantly reflects to recruitment activity.
561. No.
562. No.
563. Not applicable.
564. Not applicable.
565. See response to BET 560 above.