

**Senate Standing Committee on Economics**

**ANSWERS TO QUESTIONS ON NOTICE**

**Treasury Portfolio**

**Budget Estimates**

29 May – 31 May 2012

**Question: BET 566-572**

**Topic: Government Advertising (CGC)**  
**Hansard Page: Written (Received from Committee 13 June 2012)**

**Senator Bushby asked:**

- 566. What was the total cost of all advertising for the financial year to date?
- 567. 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.
- 568. Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.
- 569. Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.
- 570. 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.
- 571. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
- 572. What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

**Answer:**

- 566. \$2305.
- 567. Non-campaign - recruitment purposes.
- 568. N/A.
- 569. N/A.
- 570. N/A.
- 571. N/A.
- 572. N/A.