

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Budget Estimates

4 – 6 June 2013

Question: BET 687-690

Topic: Advertising

Written: 17 June 2013

Senator BUSHBY asked:

687. What was the total cost of all advertising for the financial year to date*?
688. Is the advertising campaign or non-campaign advertising? Provide details of each advertising campaign, including the program the advertising was for, the total spend and the business that provided the advertising services.
- a. Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.
 - b. Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.
 - c. 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.
689. Provide details for any other communications programs, including details of each program, the total spend and the business that provided the communication services.
690. What advertising (campaign and non-campaign) and other communications programs is the department/agency undertaking, or planning to undertake?

*Financial year to date – 31 May 2013

Answer:

687. The total cost of the Australian Prudential Regulation Authority's (APRA's) advertising for the financial year to 31 May 2013 was \$105,779.97.
688. APRA does not conduct campaign advertising. Advertising expenditure predominantly reflects recruitment activity.
689. APRA does not conduct communication programs.
690. Not applicable.