

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates 2012

15 – 17 February 2012

Question: **AET 1020 - 1025**

Topic: **Government Advertising (APRA)**

Hansard Page: **Written**

Senator BUSHBY asked:

1020. What was the total cost of all advertising for 2007-08, 2008-09, 2009-10 and 2010-11?
1021. For each of those years, list whether the advertising is campaign or non-campaign and details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services.
1022. Did the Department of Finance and Deregulation provide any advice about the advertising? Provide details of each advertising item.
1023. 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.
1024. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
1025. What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answer:

1020. 2007-08: \$397,245; 2008-09: \$389,640; 2009-10: 139,799 and 2010-11: \$ 217,744.
1021. APRA does not conduct Campaign Advertising. Advertising expenditure predominantly reflects recruitment activity.
1022. No.
1023. Not Applicable.
1024. None
1025. see response to question 1021 above.