

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates 2012

15 – 17 February 2012

Question: AET 1032 - 1037

Topic: Government Advertising (IGT)

Hansard Page: Written

Senator BUSHBY asked:

1032. What was the total cost of all advertising for 2007-08, 2008-09, 2009-10 and 2010-11?
1033. 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.
1034. Did the Department of Finance and Deregulation provide any advice about the advertising? Provide details of each advertising item.
1035. 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.
1036. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
1037. What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answer:

1032. 2007-08: \$13,296
2008-09: \$11,280
2009-10: \$27,297
2010-11: \$34,067
1033. All responses relate to non-campaign advertising for the Inspector-General of Taxation (IGT) program.
2007-08: \$13,296. Advertising for Inspector-General of Taxation position through HMA Blaze Pty Limited.
2008-09: \$11,280. Advertising seeking submissions for new IGT work program and for IGT reviews through HMA Blaze Pty Limited.
2009-10: \$27,297. Advertising for Deputy Inspector-General of Taxation position through Adcorp. Advertising seeking submissions for IGT reviews through HMA Blaze Pty Limited.

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2010-11: \$34,067. Advertising for IGT adviser and executive assistant positions through Adcorp. Advertising seeking submissions for new IGT work program and for IGT reviews through Adcorp.

- 1034. Not applicable.
- 1035. Not applicable
- 1036. Not applicable.
- 1037. Only non-campaign advertisement, directly related to agency business – for example public consultation on the work program or recruitment as required.