

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Supplementary Budget Estimates

19 – 20 October 2011

Question No: SBT 131 - 135

Topic: Productivity Commission Government Advertising

Hansard Page: Written

Senator Bushby asked:

131. What advertising – Campaign and Non-Campaign – did the Department/Agency undertaken in 2011-12?

Provide details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services.

132. Did the Department of Finance and Deregulation provide any advice about the advertising? Provide details of each advertising item.

133. Did the Advertising comply with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies (March 2010)?

Provide the details for each advertising item.

134. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.

135. What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answer:

131. The Commission does not undertake 'advertising campaigns'. The Commission advertises its government-commissioned inquiries and studies so that any individual, firm or organisation with an interest has an opportunity to present their views. The Commission also undertakes advertising for recruitment purposes.

Provider	Description	Amount (GST exclusive) 2011-12 Financial Year (to 30 September 2011)
Adcorp Australia Ltd	Recruitment	\$19,171.29
Adcorp Australia Ltd	Business Regulation Benchmarking: Role of Local Government as Regulator – Commissioned Study	\$3,913.05
Adcorp Australia Ltd	Economic Structure and Performance of the Australian Retail Industry – Public Inquiry	\$5,375.62
Adcorp Australia Ltd	Australia’s Export Credit Arrangements – Public Inquiry	\$5,013.19
Adcorp Australia Ltd	Economic Regulation of Airport Services – Public Inquiry	\$2,273.56
	Total	\$35,746.71

132. No.
133. Not applicable.
134. Not applicable.
135. The Commission will continue to advertise inquiries and studies when they are commissioned by Government. Recruitment advertising will be undertaken as required .