

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Supplementary Budget Estimates

19 – 20 October 2011

Question No: SBT 542 - 546
Topic: APRA Government Advertising
Hansard Page: Written

Senator Bushy asked:

542. 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.
543. Did the Department of Finance and Deregulation provide any advice about the advertising?
Provide details of each advertising item.
544. 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.
545. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
546. What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answer:

542. For the financial year to 30 September 2011, the Australian Prudential Regulation Authority (APRA) spent \$47,116 on recruitment advertising; APRA does not conduct Campaign Advertising.
543. No.
544. Not applicable.
545. None.
546. None.