

Senate Finance and Public Administration Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Prime Minister and Cabinet Portfolio

Department of the Prime Minister and Cabinet

Additional Budget Estimates Hearings 2006-2007, 12-15 February 2007

Question: PM 68

Topic: Campaign advertising, projects, GCU staff and travel expenses

Direct on Notice:

Senator Evans asked:

Please provide a breakdown of all active advertising campaigns for 2006-07 coordinated by the GCU as February 2007, including:

- a) the name of each active campaign,**
- b) the advertising department,**
- c) the purpose,**
- d) the dates of advertising activity, and**
- e) the cost of media placement for each campaign.**

The answer to the honourable senator's question is as follows:

The following table is a list of campaigns that were active between 1 July 2006 and 28 February 2007, with actual media placement costs for 2006-07 as at 28 February 2007:

A) Name of each active campaign	B) The advertising department	C) The purpose	D) The proposed dates of advertising activity	E) The actual cost of media placement for campaigns in 2006-07 Financial Year, up to and including February 2007
Bushfire Preparedness (2006/07)	AGD	Alert people how to be bushfire aware	July 06 – June 07	\$1.7m
National Security (2006/07)	AGD	Advise Australians of hotline and to remain alert and report suspicious activity	July 06 – June 07	\$1.4m
People Trafficking	AGD	Inform about the issue, encourage victims to seek help and others to assist victims to seek help	Ongoing	N/A
Family Law Reform (Phase 1)	AGD/FaCSIA	Inform the community about changes in Family Law arrangements	June 06 - June 07	\$2.3m
Quarantine Matters! (2006/07)	AQIS	Inform on Quarantine requirements and dangers (includes bird flu)	July 06 - June 07	\$0.4m
Defence Force Recruiting (2006/07)	Defence	Seek suitable applicants to reach recruitment targets	July 06 - June 07	\$8.7m
Skills For the Future	DEST	Inform about the options for skills development, training, apprenticeships and ATC and Careers Advice Australia	October 06 – June 07	\$13.0m
Support the System (2007)	DEWR	Advise Centrelink customers of the need to update their records to avoid overpayment and subsequent penalties	February 07 – Mar 07	\$2.2m

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Opal Fuel/Petrol Sniffing	DH&A	Inform Alice Springs residents about safety of Opal fuel.	February 07 – April 07	\$0.04m
Skin Cancer	DH&A	Skin cancer awareness and preventative measures campaign	November 06 – February 07	\$5.2m
Youth Tobacco	DH&A	Discourage smoking with younger people	December 06 – March 07	\$4.7m
Drought Assistance (Phase 2)	DHS	Inform about assistance packages to regional drought declared areas	December 06 – April 07	\$1m
Citizenship (2006/07)	DIAC	Encourage eligible non-citizens to become Australians and inform community of values	August 06 – June 07	\$1.3m
Eliminating Violence Against Women (2006)	FaCSIA	Inform on unacceptable behaviour and direct people to Helpline	July 06 – December 06	\$5.8m

Please provide a breakdown of any and all advertising campaigns that have been approved by the MCGC but for which no advertising material has been made public (i.e. gone to air, appearing in print). For each campaign, please indicate the nature of the campaign, the anticipated media spend and the anticipated dates over which the campaign will take place.

The answer to the honourable senator's question is as follows:

There were no campaigns in this category as at 12 February 2007.

Please provide a breakdown of current staffing levels within the GCU as well as a breakdown of the public service grades of staff employed within the unit.

The answer to the honourable senator's question is as follows:

As at 12 February 2007, the GCU (excluding AUSPIC) was staffed with 13.6 staff as follows:

- SES Band 1 (Assistant Secretary) x 1 position (currently filled)
- EL2 x 2 positions (one filled, one vacant)
- EL1 x 6.6 positions (all filled, one Part-Time)
- APS 5 x 2 positions (all filled)
- APS 4 x 1 position (filled)
- APS 3 x 1 position (filled)

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Please provide a breakdown of all travel expenses incurred by the GCU since figures were last supplied through the estimates process. Please breakdown the total travel spending as:

- a) air travel,**
- b) ground transport, and c) accommodation, meals and incidentals.**

Please also indicate the dates over which these total expenses were occurred.

The answer to the honourable senator's question is as follows:

Travel expenses paid from 1 November 2006 to 28 February 2007, not including AUSPIC, are \$11,883.94. Travel expenditure is not recorded to the detail asked, however of this total expenditure \$7,551.72 relates to domestic air travel and \$2,065.89 relates to ground transport. The remainder is for accommodation, meals, incidentals et cetera.