

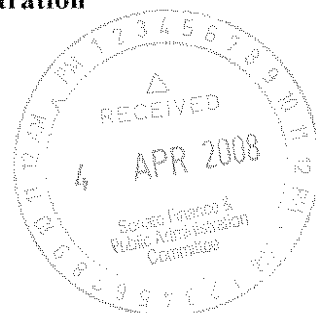
Standing Committee on Finance and Public Administration

ANSWER TO QUESTION ON NOTICE

Finance and Deregulation Portfolio

Department of Finance and Deregulation

Additional Estimates Hearing – February 2008



Question: F13

Outcome 2, Output 2.3.1

Topic: Government Communications

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Senator Ronaldson asked:

Can I therefore take it that every other matter related to government communications is fully within the Department of the Prime Minister and Cabinet?

Answer:

The Department of the Prime Minister and Cabinet (PM&C) has advised that responsibility for matters related to government communications are shared among PM&C, which is responsible for ensuring that proposed campaigns have relevant approval, the Department of Finance and Deregulation, which is responsible for managing the two master media contracts (the campaign advertising contract is with Universal McCann and the non-campaign contract is with hma Blaze) and agencies undertaking communications activities, which are responsible for the development and implementation of the campaign.