

Standing Committee on Finance and Public Administration

ANSWER TO QUESTION ON NOTICE

Additional Budget Estimates Hearing – February 2009

Department of Finance and Deregulation

Finance and Deregulation Portfolio

Outcome 2, Output 2.3

Topic: Campaigns conducted in 2008

Question reference number: F22

Type of Question: Hansard F&PA 38, 24 February 2009

Date set by the committee for the return of answer: 9 April 2009

Number of Pages: 1

Senator Ronaldson asked:

Are you able to advise me how many communication campaigns were conducted by the government in the calendar year 2008 or do you need to take that on notice?

Mr Lewis—We would need to take that on notice, but we certainly have that information.

Senator RONALDSON—For each of these campaigns can you indicate the name of the campaign, which department had responsibility for it, the total cost of the campaigns, which agencies were short-listed and which were finally selected for advertising-creative—

Mr Lewis—There you are going to the procurement decision, as I explained before. We are certainly able to help you with the previous matters. On the procurement method, you would have to go to the agency that had responsibility for the particular campaign. But we will be able to advise you on agency responsibilities for each campaign.

Answer:

In calendar year 2008, 16 advertising campaigns were undertaken by *Financial Management and Accountability Act 1997* agencies above the value of \$250,000 occurred.

The table attached to Question F20 provides details of the name of the campaign, the responsible department and the media costs associated with those campaigns in 2008. Total costs for campaigns conducted are not currently held in the Department of Finance and Deregulation (Finance).

Finance does not hold information about short-listed agencies and, at this time, agencies selected for advertising-creative. The collation of this information would be an unreasonable diversion of the Department's resources.