

Senate Finance and Public Administration Committee

Senate Finance and Public Administration Standing Committee

ANSWERS TO QUESTIONS ON NOTICE

ADDITIONAL BUDGET ESTIMATES 2008-09 (February 2009)

Prime Minister and Cabinet Portfolio

Department/ Agency: ANAO

Outcome/ Output Group: 1

Topic: Government advertising guidelines

Senator: Ronaldson

Question reference number: PM 28

Type of questions: Hansard F&PA 89

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

Question:

The Auditor-General agreed to relate to the Committee the nature of his advice to the Special Minister of State concerning areas where he (the Auditor-General) considered the Guidelines might be able to be refined or supplemented by additional guidance.

Answer:

The Auditor-General wrote to the Special Minister of State on 30 January 2009 noting that the guidelines were generally holding up well, and had been particularly useful in establishing the expectations that all government advertising campaigns must meet. The Auditor-General did highlight some areas where, in the light of experience, the guidelines might be able to be refined or supplemented by additional guidance. A copy of the Auditor-General's letter, which has been provided to the JCPAA in the context of its current inquiry, is attached.

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