

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 47 (a-c)

Type of questions: Written

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

Question:

- a) Of the 16 advertising campaigns assessed by the ANAO to date, how many of them required ANAO intervention (in whatever form) before they were assessed by ANAO to be unambiguously within the government's advertising Guidelines?
- b) For each campaign which was not immediately approved by the ANAO:
 - a. What was the name of the campaign?
 - b. What Department(s) had responsibility for initiating the campaign?
 - c. Which 'creative' agency or agencies were involved in the creation of the advertising material?
 - d. What were the specific points of concern raised by the ANAO in relation to these campaigns which prevented immediate approval of the creative executions?
 - e. What was the specific response of the Department(s) to each of the concerns listed in (d)?
 - f. What was the resolution finally agreed upon by the Department(s) to each of the concerns listed in (d)?
- c) Was there any instance in which the ANAO believed that the media 'buy' by the relevant Department was inadequate (for whatever reason) and recommended that more money be spent on buying advertising space? If so, in which campaign(s)?

Answer:

a): The review process undertaken by the ANAO is an iterative process involving a significant ongoing exchange of information and views from the initial contact with the Department through to the issuing of the Auditor-General's review report.

Senate Finance and Public Administration Committee

In each case, the ANAO does not form a final view about whether the campaign is within the government's advertising Guidelines until all documentation had been provided and outstanding queries responded to. For each campaign to date the ANAO has sought further information and assurance before gaining an appropriate level of confidence in relation to the proposed campaign's compliance with the Guidelines. The Auditor-General, or his delegate, reviews all relevant information before issuing a review report.

b): See the answer to Part (a).

c): No.

Number of pages: 2