

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
ADDITIONAL BUDGET ESTIMATES 2011-2012

Finance and Deregulation Portfolio

Department of Finance and Deregulation

Outcome/Program: General

Topic: Government Advertising

Senator: Ryan

Question reference number: F87

Type of question: Written

Date set by the committee for the return of answer: Friday, 30 March 2012

Number of pages: 2

Question:

- a) What was the total cost of all advertising for 2007-08, 2008-09, 2009-10 and 2010-11?
- b) For each of those years, list whether the advertising is campaign or non-campaign and details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services.
- c) Did the Department of Finance and Deregulation provide any advice about the advertising? Provide details of each advertising item.
- d) Did the Advertising comply with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies? Provide the details for each advertising item.
- e) Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
- f) What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answer:

- a) The total cost of advertising, above the reporting threshold, is available in Department of Finance and Deregulation (Finance) Annual Reports for the specified years.
- b) Refer to response at a).
- c) Not applicable because advertising in relation to the Telstra 3 sale (final instalment collection) pre-dated the release of the *Guidelines on Campaign Advertising by Australian Government Departments and Agencies* in July 2008. Prior to July 2008, Finance did not have a role in providing assistance in relation to campaign development.

Also refer to response F64 – Supplementary Budget Estimates 2011-12.

- d) Refer to the response at c).
- e) N/A.
- f) Advertising is currently being undertaken and planned for the department's ICT Entry-level Programs. The total spend on these activities for the 2011-12 FYTD is \$15,376 (including GST).

Advertising for the Australian Government ICT Awards program is of a non-campaign nature. An advertisement and associated web link was taken with Local Government Focus in their newspaper and online publication. The cost was \$1,375 (including GST).

Finance will continue to advertise job vacancies in accordance with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies* as required.

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
ADDITIONAL BUDGET ESTIMATES 2011-2012

Finance and Deregulation Portfolio

Department/Agency: Australian Electoral Commission

Outcome/Program: All

Topic: Government Advertising

Senator: Ryan

Question reference number: F87

Type of question: Written

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- c) Did the Department of Finance and Deregulation provide any advice about the advertising? Provide details of each advertising item.
- d) Did the Advertising comply with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies? Provide the details for each advertising item.
- e) Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
- f) What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answer:

- a) The total cost of advertising is available in AEC Annual Reports for the specified years, as required under Section 311A of the *Commonwealth Electoral Act 1918*.
- b) Refer to response at a).
- c) The AEC is exempt from compliance with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*, and was exempt from previous whole-of-government approval processes. As part of its exemption status, the AEC adheres to the underlying principles of the Guidelines to the extent that they apply, uses the Central Advertising System, selects communications consultants drawn from the Communications Multi User List administered by the Department of Finance and Deregulation (Finance), and provides responses for the 'Biannual Reports on Campaign Advertising by Australian Government Departments and Agencies'. AEC

communications officers maintain a working relationship with the Communications Advice Branch (CAB) within Finance. The AEC seeks advice from CAB on consultant inclusion in AEC select tenders.

- d) Refer to response at c) regarding the AEC's exemption status. The recent Australian National Audit Office report into the *Administration of Government Advertising Arrangements: March 2010 to August 2011* concluded the AEC's 2010 federal election campaign complied with the underlying principles of the Guidelines to the extent that they applied to the AEC, but recommended the AEC document this in the future. The AEC has agreed to this recommendation.
- e) Refer to response at a).
- f) The AEC is making preparations for the campaign for the next federal election and referendum. The AEC is also undertaking an enrolment public awareness program to be finalised and conducted before the end of the current financial year. In addition the AEC's Indigenous Electoral Participation Program is conducting a range of public awareness activities in support of program objectives and to mark the 50th anniversary since indigenous Australians were accorded the right to vote.

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
ADDITIONAL BUDGET ESTIMATES 2011-2012

Finance and Deregulation Portfolio

Department/Agency: ComSuper
Outcome/Program:
Topic: Government Advertising

Senator: Ryan

Question reference number: 87

Type of question: Written

Date set by the committee for the return of answer: Friday, 30 March 2012

Number of pages: 1

Question:

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- f) What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answer:

- a) The total cost of advertising, above the reporting threshold, is available in ComSuper Annual Reports for the specified years.
- b) Refer to response at a).
- c) No.
- d) N/A.
- e) Nil.
- f) Nil.

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
ADDITIONAL BUDGET ESTIMATES 2011-2012

Finance and Deregulation Portfolio

Department/Agency: Commonwealth Superannuation Corporation

Outcome/Program:

Topic: Government advertising

Senator: Ryan

Question reference number: F87

Type of question: Written

Date set by the committee for the return of answer: Friday, 30 March 2012

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- f) What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answer:

In respect of public monies:

- a) Nil.
- b) N/A.
- c) No.
- d) N/A.
- e) Nil.
- f) Nil.

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
ADDITIONAL BUDGET ESTIMATES 2011-2012

Finance and Deregulation Portfolio

Department/Agency: Future Fund Management Agency
Outcome/Program: General
Topic: Government Advertising

Senator: Ryan

Question reference number: F87

Type of question: Written

Date set by the committee for the return of answer: Friday, 30 March 2012

Number of pages: 1

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- e) Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
- f) What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answer:

- a) The total cost of advertising, above the reporting threshold, is available in Future Fund Management Agency Annual Reports for the specified years.
- b) Refer to response at a).
- c) No.
- d) N/A.
- e) Nil.
- f) The agency assesses on a position-by-position basis the need to advertise in order to attract high quality candidates to vacant roles.