

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

Prime Minister and Cabinet

Department/Agency: Australian National Audit Office

Outcome/Program: Outcome 2, Program 2.1

Topic: Performance Audit Report No.24 2011-12 *Administration of Government Advertising Arrangements: March 2010 to August 2011.*

Senator: Ryan

Question Reference Number: 69

Type: Hansard, FPA, P106, 13 February 2012

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Number of pages: 1

Question:

Why was the Australian Government's Clean Energy Future advertising campaign not initially selected for review in Performance Audit Report No.24 2011-12 *Administration of Government Advertising Arrangements: March 2010 to August 2011*?

Answer:

The Australian Government had not announced its intention to undertake the Clean Energy Future campaign at the time the audit commenced.

Audit planning was undertaken in late 2010 and the audit was approved in early January 2011, with audit fieldwork commencing shortly after approval. Four agencies and advertising campaigns were selected for review as part of the planning process: the Department of Families, Housing, Community Services and Indigenous Affairs (Paid Parental Leave Campaign); the Department of Health and Ageing (Health Reform Campaign); the Department of the Treasury (Tax Reform Campaign); and the Australian Electoral Commission (2010 Federal Election Campaign). These agencies were selected as they administered two campaigns subject to the 2010 *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies* (the Paid Parental Leave and Health Reform Campaigns) and two campaigns exempted from the certification processes of the guidelines (the Tax Reform and 2010 Federal Election Campaigns).

As noted in the audit report, the Government agreed internally to a communications and public engagement strategy on carbon reduction on 28 March 2011, and the Minister for Climate Change and Energy Efficiency announced elements of the strategy on 16 June 2011. The audit was extended on 11 August 2011 following a request from the Leader of the Opposition on 29 July 2011, to include the Clean Energy Future Campaign administered by the Department of Climate Change and Energy Efficiency.