

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

Prime Minister and Cabinet Portfolio

Department/Agency: Australian National Audit Office

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: 2

Question:

1. What was the total cost of all advertising for 2007-08, 2008-09, 2009-10 and 2010-11?
2. 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.
3. Did the Department of Finance and Deregulation provide any advice about the advertising? Provide details of each advertising item.
4. 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.
5. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
6. What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answer:

1. The only advertising undertaken by the ANAO is associated with recruitment. The only campaign advertising undertaken by the ANAO is our annual Graduate Recruitment Program which costs around \$30,000 per annum. All other recruitment advertising is non-campaign advertising. The cost of ANAO non-campaign advertising is listed in the table below:

Year	Cost	Agency
2007-08	\$150,000.00	HMA Blaze
2008-09	\$128,000.00	HMA Blaze
2009-10	\$69,000.00	Adcorp
2010-11	\$67,000.00	Adcorp
Total (2007-11)	\$414,000.00	

2. All recruitment advertising for the ANAO has been non-campaign. All recruitment activity has been placed through the Media Placement Agency (Adcorp and formerly HMA-Blaze) in line with the Department of Finance and Deregulation's Guidelines on Non-Campaign Recruitment Advertising.

3. The ANAO follows the guidelines produced by the Department of Finance and Deregulation. The ANAO has not sought further advice from the Department of Finance and Deregulation.
4. All ANAO recruitment advertising complies with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies – March 2010*. The ANAO undertakes one campaign advertising exercise each year with our Graduate Recruitment Program and up to two bulk recruitment exercises each year for each of our two Service Groups and for our Professional Services Branch and IT Audit Branch. Other non-campaign recruitment advertising is undertaken on an ad hoc basis for all areas of the ANAO.
5. No other communication programs are being undertaken or planned by the ANAO.
6. The ANAO annually undertakes a number of non-campaign advertising programs, including our annual graduate campaign and bulk recruitment exercises for our Assurance, Performance and IT Audit areas and the Professional Services Branch. Ad hoc recruitment exercises are also conducted.