

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

Prime Minister and Cabinet Portfolio

Department/Agency: Office of the Commonwealth Ombudsman

Outcome/Program: Office of the Commonwealth Ombudsman

Topic: Government advertising

Senator: 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: Two

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.

2007-08	2008-09	2009-10	2010-11
\$66,819.16	\$36,701.91	\$82,655.43	\$120,739.95

2. 2008 Non-campaign
- 2009 Non-campaign
- 2010 Non-campaign
- 2011 Non-campaign

Note: To provide a comprehensive breakdown would require an unreasonable diversion of resources.

3. Not applicable.
4. Not applicable.
5. Not applicable.
6. Not applicable.