

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 Inspector-General of Intelligence and Security
Outcome/Program: Outcome 1
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:

What was the total cost of all advertising for 2007-08, 2008-09, 2009-10 and 2010-11?

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.

Did the Department of Finance and Deregulation provide any advice about the advertising? Provide details of each advertising item.

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.

Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.

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

Answer:

The total cost and details for advertising in the years requested is as follows:

Year	Campaign/Non-Campaign	Program	Total spend	Provided by
2007-08	Non-Campaign (recruitment)	n/a	6,983.50	HMA Blaze Pty Ltd
2008-09	Non-Campaign (recruitment)	n/a	6,730.97	HMA Blaze Pty Ltd
2009-10	Non-Campaign (recruitment)	n/a	11,989.99	Adcorp Australia and APSjobs subscription
2010-11	Non-Campaign (recruitment)	n/a	155.01	Adcorp Australia

There was no advice requested or provided by the Department of Finance and Deregulation about advertising.

All advertising was for recruitment for specific job vacancies and complied with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies.

The agency does not currently have plans for any communications programs.

Current plans for advertising (Campaign and Non-Campaign) or other communications programs, are as follows:

- Training and awareness on Public Interest Disclosure legislation for AIC agencies (when legislation is passed)