

Senate Finance and Public Administration Legislation Committee —Additional Estimates Hearing—February 2013

Answers to Questions on Notice

Parliamentary departments, Department of Parliamentary Services

Topic: **Advertising**

Question: **128**

Written **Senator Ryan**

Date set by the committee for the return of answer: 2 April 2013

- a) What was the total cost of all advertising for the financial year to date?
- b) Is the advertising campaign or non-campaign advertising? Provide details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services.
- c) Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.
- d) Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.
- e) 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.
- f) Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
- g) What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answer

- a) DPS has spent \$4,949 (ex-GST) on advertising this financial year to 31 December 2012.
- b) The advertising is non-campaign.

Advertising Program	Supplier	Total Amount
Recruitment	Adcorp Australia	2,238
Explore Canberra Map	Lear Marketing	1,400
Floriade	Adcorp Australia	1,311
	Total	\$4,949

- c) No.
- d) No.
- e) DPS has not undertaken any Campaign advertising.
- f) DPS communication programs are limited to:
 - i. advice to building occupants, generally via electronic circulars;
 - ii. advice to visitors, including the guide service and hand-out publications;
 - iii. advice to staff via the intranet and fortnightly DPS Dispatch internal newsletter; and
 - iv. maintaining and upgrading the APH website, in conjunction with the Chamber departments.
- g) DPS is planning to continue with non-campaign advertising along the lines of reported expenditure above.