

**Senate Finance & Public Administration Committee:  
Answers to written Questions on Notice Additional Estimates 2012-13  
Parliamentary Departments Portfolio**

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**Department:** Parliamentary Budget Office

**Topic:** Advertising

**Senator:** Senator Scott Ryan

**Question reference number:** 62

**Type of question:** Written

**Question**

- 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) For the period 23 July 2012 to 31 January 2013 the PBO incurred \$4,870.27 for recruitment advertising.
- b) The advertising costs were in relation to recruitment for Senior Executive positions. These services were provided by Adcorp Australia Pty Limited.
- c) Not applicable.
- d) Not applicable.
- e) Not applicable.
- f) Not applicable.

g) Nil.