

**Senate Finance and Public Administration Legislation Committee**

**ANSWERS TO QUESTIONS ON NOTICE**

Additional Estimates 11-14 February 2013

Prime Minister and Cabinet Portfolio

**Department/Agency:** Department of the Prime Minister and Cabinet

**Outcome/Program:** 1.1.3 Support Services for Government Operations

**Topic:** Advertising

**Senator:** Senator Ryan

**Question reference number:** 50

**Type of Question:** Written

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

**Number of pages:** 2

**Question:**

1. What was the total cost of all advertising for the financial year to date?
2. 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.
3. Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.
4. Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.
5. 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.
6. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
7. What advertising - Campaign and Non-Campaign - and other communications programs is the Department/Agency undertaking, or are planning to undertake?

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**Answer:**

1 and 2.

Total expenditure on advertising by the Department of Prime Minister and Cabinet for the period 01 July 2012 to 28 February 2013 was \$35,616 (GST inclusive). All advertising expenditure was non-campaign advertising. The expenditure is broken down as follows:

<b>Advertising category</b>	<b>Amount (GST inclusive)</b>
Community Cabinet Meetings	\$28,663.57
National Security Legislation Monitor	\$6,457.28
Recruitment	\$495.10
	<b>\$35,615.94</b>

3. Department of Finance and Deregulation has not provided any advice in relation to advertising undertaken by the Department for the period 01 July 2012 to 28 February 2013.

4. Peer Review Group (PRG) and/or Independent Communications Committee (ICC) have not provided any compliance advice about the advertising expenditure undertaken by the Department for the period of 01 July 2012 to 28 February 2013.

5. The *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies* do not apply to non-campaign advertising. All recruitment advertising undertaken was compliant with the *Guidelines on Recruitment Advertising*.

6. No other communications programs were undertaken for the period 01 July 2012 to 28 February 2013.

7. The Department is planning to undertake advertising as usual for the remaining Community Cabinet meetings which are non-campaign in nature. The Department is not planning any campaign advertising.