

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
ADDITIONAL BUDGET ESTIMATES 2012-13

Prime Minister and Cabinet Portfolio

Department/Agency: Australian National Audit Office

Outcome/Program: All Agencies

Topic: Advertising

Senator: Ryan

Question reference number: 50

Type of question: Written

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

Number of pages: 2

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. The only advertising undertaken by the ANAO is related to staff recruitment. The financial year to date expenditure is \$36,630.77. This comprises on-line advertising as well as recruitment advertising placed in the Koori Mail.

- b. All recruitment advertising for the ANAO is non-campaign. The ANAO has no campaign advertising. All recruitment activity is placed through the Media Placement Agency (Adcorp) in line with the Department of Finance and Deregulation's Guidelines on Non-Campaign Recruitment Advertising. The advertising cost for the financial year to date is \$36,630.77.
- c. The Department of Finance and Deregulation has not provided any advice regarding advertising undertaken by the ANAO.
- d. The Peer Review Group (PRG) and/the Independent Communications Committee (ICC) have not provided any advice to ANAO.
- e. Not applicable
- f. The ANAO has no other communications program.
- g. The ANAO has not undertaken, or is planning to undertake, any advertising, Campaign or Non-Campaign, or any other communications program.