

**Senate Finance and Public Administration Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**  
**ADDITIONAL ESTIMATES 2012-2013**

Prime Minister and Cabinet Portfolio

**Department/Agency:** Office of the Commonwealth Ombudsman  
**Outcome/Program:** 1  
**Topic:** Advertising

**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 the 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 (March 2010)? 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?

**Answer:**

- (1) The total cost of all advertising for the financial year to date is \$83,639.74.
- (2) The advertising was non-campaign. The Office spent \$83,639.74 on listings in White Pages telephone directories nationally during the reporting period.

(3) N/A.

(4) N/A.

(5) N/A.

(6) N/A.

(7) N/A.