

Senate Finance and Public Administration Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Prime Minister and Cabinet Portfolio

Department of the Prime Minister and Cabinet

Budget Estimates Hearings 2003-2004, 26-27 May 2003

Question: PM54

Outcome 1, Output 4.4

Topic: Government Advertising

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Senator Faulkner asked: Please provide a definition of the distinction between Campaign and Non-Campaign advertising.

Answer: Campaign advertising is all Commonwealth advertising other than that defined as non-campaign advertising. Campaigns inform the community and/or specific target audiences about their rights, entitlements and obligations, and may encourage consideration of issues (eg non-smoking). For the purposes of media placement, campaign advertising also includes advertising that promotes the ongoing business activities of government (eg galleries and museums).

Non-campaign advertising is simple, no-frills advertising that generally appears only once or twice and contains factual statements not intended to promote or advise on policies or programmes of the government. Non-campaign advertisements do not generally require the specialist skills (eg, copywriting, art direction, and photography) that are associated with campaign advertising. Non-campaign press advertising is generally limited to staff recruitment, public notices, auction and Tender notices, invitations to make submissions or apply for grants and notification of date and/or location specific information (eg notification of a public meeting at 8pm on Wednesday 15 July at the Town Hall). Non-campaign advertisements may appear in the classified section of a newspaper or as (usually) small-space display advertisements in general news pages. Advertisements in the latter category are generally all type with no illustration other than a logo or basic line drawing. Non-campaign radio advertising is likely to be a straightforward information announcement, probably written in-house, which could be read live by a station announcer. Non-campaign Internet advertising is similar to non-campaign press advertising. Other electronic forms of non-campaign advertising will be similarly simple and straightforward.