

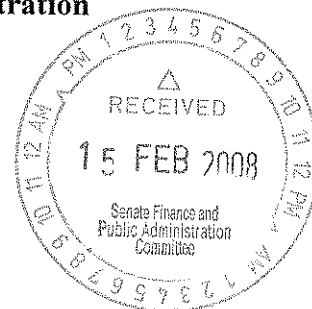
Senate Standing Committee on Finance and Public Administration

ANSWERS TO QUESTIONS ON NOTICE

Prime Minister and Cabinet Portfolio

Department of the Prime Minister and Cabinet

Budget Estimates Hearings 2007-2008, 21-22 May 2007



Question: PM 84

Outcome 1, Output 4.3

Topic: Government Communications

Direct on Notice: Evans

Senator Evans asked:

1. Please provide a breakdown of all active advertising campaigns for 2006-07 coordinated by the GCU as at 30 May 2007, including:

- a) the name of each active campaign,
- b) the advertising department,
- c) the purpose,
- d) the dates of advertising activity, and
- e) the cost of media placement for each campaign.

2. Please provide a breakdown of any and all advertising campaigns that have been approved by the MCGC but for which no advertising material has been made public (i.e. gone to air, appearing in print). For each campaign, please indicate the nature of the campaign, the anticipated media spend and the anticipated dates over which the campaign will take place.

3. Please provide a breakdown of current staffing levels within the GCU as well as a breakdown of the public service grades of staff employed within the unit.

4. Please provide a breakdown of all travel expenses incurred by the GCU since figures were last supplied through the estimates process. Please breakdown the total travel spending as:

- a) air travel,
- b) ground transport, and
- c) accommodation, meals and incidentals.

Please also indicate the dates over which these total expenses were occurred.

Answer:

- (1) Please refer to the attachment.
- (2) The department has not previously provided information on campaigns which have not yet commenced in the media.
- (3) As at 21 May 2007 there were 13 staff in the GCU:

- 1 SES Band 1
- 2 EL2
- 5 EL1
- 2 APS 5
- 3 APS 3

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- (4) As at 21 May 2007:
- (a) \$1151.30
1 March - 10 May 2007
- (b) \$353.69
- (c) nil