

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 Hearing 26 May - 27 May 2008



Question: PM131

Outcome 1, Output 5.8

Topic: Who will be involved in the agency tender, selection and appointment process for Government advertising or information campaigns

Hansard Page: Written Question

Senator Ronaldson asked: Who from within Government, and once again I am after specifics, will be involved in the process, including Ministers and Parl Secs and will this process be formalised in a committee or any other body?

Answer:

On 2 July 2008, the Government announced new Guidelines on Campaign Advertising by Australian Government Departments and Agencies. The Guidelines apply to all *Financial Management and Accountability Act 1997* departments and agencies. The Guidelines are available at:

http://www.finance.gov.au/Advertising/docs/guidelines_on_campaign_advertising.pdf.

Ministers are responsible for giving authority to develop a campaign and for approving the launch of a campaign, and may be informed about a campaign as it develops.

Departments and agencies are responsible for campaign development, consistent with normal financial management processes.

The Department of Finance and Deregulation has a whole-of-government role in providing coordination and assistance to agencies on campaign processes.

An Interdepartmental Committee on Communications will be established to consider and provide advice to agencies on whole-of-government coordination issues. It will also review and maintain the Guidelines, in consultation with the Cabinet Secretary.

For campaigns over \$250,000, the Auditor-General will provide a report on compliance with the Guidelines. The report will be provided to the Minister of the agency undertaking the campaign.