

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: PM132

Outcome 1, Output 5.8

Topic: Ministerial staff access to information relating to advertising campaigns

Hansard Page: Written Question

Senator Ronaldson asked: Who, in terms of Ministerial staff, will have access to the pitches from advertising agencies, the social research attached to each campaign and the resulting research post campaign on the effectiveness or lack there of, of a campaign?

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.

Departments and agencies are responsible for campaign development, consistent with normal financial management processes. The extent to which Ministers and their staff are informed about a campaign as it develops is a matter for Ministers and the relevant department or agency to determine.