

Senate Finance and Public Administration Standing Committee
ANSWERS TO QUESTIONS ON NOTICE
Budget Estimates 2009 (May 2009)

Prime Minister and Cabinet

Department/Agency: Australian National Audit Office

Outcome/Output Group:

Topic: Government Advertising

Senator: Ronaldson

Question reference number: PM94

Type of question: Hansard F&PA 26 May 2009, p106

Date set by the committee for the return of answer: 10 July 2009

Number of pages: 1

Question:

If you view it as part of the campaign, I think your view would be that it should have been referred to you. I am asking you to take on notice my query as to whether this bonus payment part of the economic stimulus website, where there is specific reference to it, should have formed part of that advertising brief that was referred to you in relation to the bonus payments campaign.

Answer:

The Australian Taxation Office (ATO) had responsibility for the delivery of the bonus payment to taxpayers, while the Department of Families, Housing, Community Services and Indigenous Affairs had responsibility for the delivery of the bonus payment to income support recipients. The ANAO reviewed both advertising campaigns, and provided reports to the responsible Ministers, consistent with the Government's *Guidelines on Campaign Advertising by Australian Government Departments and Agencies*.

Neither http://www.economicstimulusplan.gov.au/bonus_payments/ or http://www.economicstimulusplan.gov.au/bonus_payments/pages/bonus_payment_details.aspx were provided to the ANAO as part of the advertising materials submitted for review in relation to bonus payment advertising. These websites were not developed by the agencies with primary responsibility for advertising in relation to the bonus payment. Rather, these pages form part of the overarching www.economicstimulusplan.gov.au website, which the ANAO understands is administered by the Department of the Prime Minister and Cabinet (PM&C). The ANAO notes that PM&C advised the Senate on 26 May 2009 that this website:

"...forms part of our program administration, so its establishment and content have not required clearance from the ANAO... It does not fall within that definition of campaign advertising."