

# Senate Finance and Public Administration Legislation Committee —Budget Estimates Hearing—May 2012

## Answers to Questions on Notice

### Parliamentary departments, Department of Parliamentary Services

Topic: **Government Advertising**

Question: **79**

Written **Senator Ryan**

**Date set by the committee for the return of answer: 6 July 2012**

1. What was the total cost of all advertising for the financial year to date?
2. Is the advertising campaign or non-campaign advertising? Provide details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services.
3. Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.
4. Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.
5. Did the Advertising comply with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies? Provide the details for each advertising item.
6. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
7. What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

#### Answer

1. As at 31 May 2012, DPS has spent \$66,820 on advertising for recruitment and tourism/marketing advertising.
2. Details of non-campaign advertising for recruitment and tourism advertising as at 31 May 2012:

<b>Recruitment Advertising By Vendor</b>	<b>\$</b>
Adcorp Australia Pty Ltd	37,179
Australian Human Resources Institute	125
Australian Library and Information Association	1,200
Australian Public Service Commission	5,183
CBT Corp Pty Ltd	160
Nursing Careers Allied Health	69
Sportspeople	280
	<b>44,197</b>

<b>Tourism Advertising By Vendor</b>	<b>\$</b>
Canberra Convention Bureau	3,523
Datatrax Pty Ltd	1,100
Earlybird Marketing and Events	18,000
	<b>22,623</b>

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3. No.
4. No.
5. Not applicable.
6. DPS communication programs are limited to:
  - a) advice to building occupants, generally via electronic circulars;
  - b) advice to visitors, including the guide service and hand-out publications;
  - c) advice to staff via the intranet and fortnightly *DPS Dispatch* internal newsletter;  
and
  - d) maintaining and upgrading the APH website, in conjunction with the Chamber departments.
7. DPS is planning to continue with non-campaign advertising along the lines of reported expenditure above.