

**Senate Finance and Public Administration Legislation Committee**

**ANSWERS TO QUESTIONS ON NOTICE**

Budget Estimates Hearing 21-24 May 2012

Prime Minister and Cabinet Portfolio

**Department/Agency:** Department of the Prime Minister and Cabinet

**Outcome/Program:** 1.1.1 Domestic Policy

**Topic:** Government Advertising

**Senator:** Senator Ryan

**Question reference number:** 85

**Type of Question:** Written

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

**Number of pages:** 3

**Question:**

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. Total expenditure on advertising by the Department of the Prime Minister and Cabinet in 2011-12 as at 21 May was \$311,420.54. This amount includes some expenditure by portfolio agencies now transferred to the Department of

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Regional Australia, Local Government, Arts and Sport, and is broken down as follows:

- Core Department
    - Council of Australian Governments \$340.55
    - CHOGM \$26,181.55
    - Australia in the Asian Century Taskforce \$7,467.22
    - Community Cabinet \$ 31,571.66
    - Recruitment \$116,923.89
    - Total \$182,484.87**
  - Portfolio agencies
    - Office of the Arts \$26,516.66
    - National Portrait Gallery \$60,849.76
    - Commonwealth Ombudsman \$15,051.05
    - National Mental Health Commission \$26,518.20
    - Total \$128,935.67**
- Total for all \$311,420.54**
2. See answer to previous question. All of the expenditures listed above were non-campaign advertising and relate to activities including recruitment, calls for submissions and public advisory notices. All advertising was placed through AdCorp Pty Ltd, the Commonwealth's non-campaign advertising placement service provider.
  3. No.
  4. No.
  5. The Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies do not apply to non-campaign advertising. All recruitment advertising undertaken was compliant with the Guidelines on Recruitment Advertising.
  6. One further communications program was conducted in 2011-12 as at 21 May 2012 which did not contain a media advertising component. The project was an online volunteering video competition for young people as part of the National Volunteering Strategy. Total expenditure was \$58,291 covering four

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suppliers: Libby Fordham Pty Ltd, Downie Design, Blue Star Group Pty Ltd and Can Print.

7. Campaign advertising – nil. Non-campaign - no forward communication plans exist. Activity for the year ahead will be based on operational needs as they arise.