

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
BUDGET ESTIMATES 2012-2013

Prime Minister and Cabinet Portfolio

Department/Agency: Australian National Audit Office

Outcome/Program:

Topic: Government Advertising

Senator: Ryan

Question reference number: 85

Type of question: Written

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

Number of pages: 2

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:

Q1. The only advertising undertaken by the ANAO related to staff recruitment. The cost for 2011-12 was \$119,088.

Q2. All recruitment advertising for the ANAO has been non-campaign. The ANAO has no campaign advertising. All recruitment activity has been placed through the Media Placement Agency (Adcorp) in line with the Department of Finance and Deregulation's Guidelines on Non-Campaign Recruitment Advertising. The advertising costs for the financial year was \$119,088.

Q3. The ANAO follows the guidelines produced by the Department of Finance and Deregulation. The Department of Finance and Deregulation has not provided any advice regarding advertising undertaken by the ANAO.

Q4. The Peer Review Group (PRG) and/or Independent Communications Committee (ICC) have not provided any advice regarding advertising undertaken by the ANAO.

Q5. All advertising undertaken by the ANAO has complied with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies. No other communication programs are being undertaken or planned by the ANAO.

Q6. Nil

Q7. Nil