

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

Prime Minister and Cabinet Portfolio

**Department/Agency:** Australian Public Service Commission  
**Outcome/Program:** Cross Portfolio  
**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

**Questions:**

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. A total of \$63, 955.53 (GST exclusive) has been paid to the government advertising provider Adcorp Australia Pty Ltd in the year 2011–12 to date. A total of \$4113.00 (GST exclusive) has been paid to the online newsletter PSNews for the placement of advertising.
2. All advertising is non-campaign.
3. The Department of Finance and Deregulation has not provided any advice about the advertising.
4. The Peer Review Group (PRG) and/or Independent Communications Committee (ICC) has not provided any advice about the advertising.

5. All Australian Public Service Commission (APSC) advertising is non-campaign.
6. There is no other applicable communications program.
7. The APSC is undertaking and will continue to undertake non-campaign advertising limited to staff recruitment, tender notices, and the promotion of APS courses and events.