

**Senate Finance and Public Administration Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**  
**BUDGET ESTIMATES 2011-2012**

Prime Minister and Cabinet Portfolio

**Department/Agency:** Office of the Commonwealth Ombudsman

**Outcome/Program:** Office of the Commonwealth Ombudsman

**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:** 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:**

1. \$85,148.53
2. All advertising was non-campaign. Expenditure related to directory listings in Telstra White Pages.

3. No.

4. Not applicable.

5. Not applicable.

6. Nil.

7. The agency is not currently undertaking or planning to undertake any advertising or other communications programs.