

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: Office of National Assessments

Outcome/Program: 1

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:

What was the total cost of all advertising for the financial year to date?

ONA Response:

The Office of National Assessments total cost for all advertising for the financial year to date 2011-12 is \$36,091.63.

Question:

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.

ONA Response:

Non-campaign advertising.

Question:

Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.

ONA Response:

Non-Campaign Recruitment Advertising Policy Handbook has been received from the Department of Finance and Deregulation

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Question:

Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.

ONA Response:

No

Question:

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.

ONA Response:

N/A

Question:

Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.

ONA Response:

N/A

Question:

What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

ONA Response:

The only advertising ONA engages in is in relation to recruitment. This advertising complied with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies. No communication program or other advertising has been conducted.