

**Senate Finance and Public Administration Standing Committee**  
**Answers to Questions on Notice**  
**Supplementary Budget Estimates, 20-22 October 2008**

**Department of Prime Minister and Cabinet**



**Department/ Agency:** ANAO

**Outcome/ Output Group:** 1

**Topic:** Government advertising guidelines

**Senator:** Ronaldson

**Question reference numbers:** PM38a – PM38h

**Type of questions:** Written

**Date set by the committee for the return of answer:** 5 December 2008

**Question:**

**PM38a: According to reports in the Sunday Telegraph on 19 October 2008, media space is being booked by the government for advertising for a new series of government advertisements. Have you as Auditor-General been given any television advertisements or print or radio advertisements for approval apart from the Greenhouse advertisements? That is, have you assessed any other government advertising campaigns?**

**If so, what was the nature of those advertisements?**

**Answer:**

As of 25 November 2008, the ANAO had concluded reviews in relation to eleven advertising campaigns apart from the Climate Change campaign. The campaign titles and the responsible minister are detailed in Columns 1 and 2 of the attached table. Further details on the nature of the campaigns would be most appropriately obtained from the relevant portfolio.

**Question:**

**PM38b: When were you given those advertisements to assess?**

**Answer:**

The date at which the ANAO was first notified of each of the campaigns listed in the attached table is described at Column 3 of the table. The ANAO worked progressively with agencies from the date of initial notification through to the issuing of the review report. Various materials relating to each of the campaigns were provided to the ANAO at different times during the course of each review.

**Question:**

**PM38c: Did you approve the certification of those advertisements?**

**Answer:**

The date of the Auditor-General's review report in respect of each of the campaigns listed in the attached table is included at Column 4 of the table.

**Question:**

**PM38d: Are you aware of any new government advertising programs about to commence apart from the Greenhouse advertisements that have already been to air? If so, what is the nature of those advertisements?**



**Answer:**

The ANAO works closely with departments and agencies to advise them on the campaign review process.

However, it is ministers that are responsible for initially authorising and subsequently approving the launch of campaigns within their portfolios. In addition, the Department of Finance and Deregulation has the responsibility for providing whole-of-government coordination and assistance to agencies undertaking advertising campaigns.

Questions relating to campaigns that may be in development would be best directed to either the responsible portfolio minister or to the Department of Finance and Deregulation.

**Question:**

**PM38e: When are they expected to go to air?**

**Answer:**

See the response to Question 38d.

**Question:**

**PM38f: Are you aware of what the budget is for those advertisements?**

**Answer:**

See the response to Question 38d.

**Question:**

**PM38g: Have you been provided any details surround an upcoming government advertising campaign regarding the government's \$10.4 billion stimulus package?**

**If so, what are they?**

**Answer:**

Details relating to the ANAO's review of the advertising and information campaign associated with the Economic Security Strategy have been included in the response to Questions 38a, 38b and 38c.

**Question:**

**PM38h: Are you aware of any details surrounding an upcoming government advertising campaign regarding the government's \$10.4 billion stimulus package? If so, what are they?**

**Answer:**

See the response to Question 38g.

**Number of pages: 3**

**Number of pages of attachment: 1**

**Total number of pages for PM38a – PM38h: 4**





**Campaign Advertising Review: Review Reports concluded at 25 November 2008**

Column 1 (PM38a) Campaign name	Column 2 (PM38a) Responsible Minister	Column 3 (PM38b) Initial contact with ANAO	Column 4 (PM38c) Date of Auditor-General's Review Report
Child Care Tax Rebate Campaign	Minister for Education, Minister for Employment & Workplace Relations	23/06/2008	24/06/2008
Quarantine Matters Public Information Campaign	Minister for Agriculture, Fisheries and Forestry	04/07/2008	08/09/2008
First Home Saver Account Advertising Campaign	Treasurer	11/09/2008	19/09/2008
Liquids, Aerosols and Gels Technology Trials Campaign	Minister for Infrastructure, Transport, Regional Development and Local Government	08/07/2008	29/09/2008 Main campaign 17/10/2008 Additional materials
SmartGate Public Information Campaign	Minister for Home Affairs	03/07/2008	10/10/2008
Australian Better Health Initiative Campaign	Minister for Health and Ageing	03/07/2008	14/10/2008 Main campaign 21/10/2008 (materials in languages other than English) 20/11/2008 (Aboriginal and Torres Strait Islander Strategy)
National Binge Drinking Public Information Campaign	Minister for Health and Ageing	03/07/2008	18/11/2008
National Skin Cancer Awareness Campaign	Minister for Health and Ageing	03/07/2008	06/11/2008
Smartraveller Public Information Campaign	Minister for Foreign Affairs	20/08/2008	18/11/2008
Defence Recruitment (November 2008 – June 2009)	Minister for Defence Science and Personnel	28/08/2008	20/11/2008
Economic Security Strategy (Phase 1)	Minister for Families, Housing, Community Services and Indigenous Affairs	16/10/2008	20/11/2008

