

Senate Finance and Public Administration Legislation Committee
Supplementary Budget Estimates Hearing – October 2009
ANSWER TO QUESTION ON NOTICE

Topic: Government Advertising Review

Question reference number: PM25 (a–b)

Type of Question: Written

Date set by the committee for the return of answer: 4 December 2009

Number of Pages: 1

Question

Senator Ronaldson asked:

In the Campaign Advertising Review tabled in September, the ANAO has sought to have a number of improvements made to the system of government advertising (paragraphs 12–14 inclusive). Could you identify:

- a) What areas of change that you consider to be critical and urgent; and
- b) The Government's response to these suggestions?

Answer

- a) The matters raised in ANAO Report No.2 2009-10 *Campaign Advertising Review 2008-09* were raised with the Special Minister of State in correspondence dated 30 January 2009. No particular matter was identified as more critical or urgent than any other. In light of the current inquiry by the Joint Committee of Public Accounts and Audit, it would be appropriate for these matters to be considered if time permits, along with any matters raised by the Committee, in the proposed review of the Guidelines (see below).
- b) The Special Minister of State wrote in response to the Auditor-General on 10 March 2009. He noted work underway in the Department of Finance and Deregulation to address several of the matter raised, including:
 - i) the development of a paper on advertising by third parties;
 - ii) the development of a model for the cost-benefit analysis; and
 - iii) the examination of options for agencies to publish information about their campaigns on their website.

The Special Minister of State advised that where the matters raised by the Auditor-General cannot be successfully addressed through operational means, the review of the Guidelines, which is to occur by July 2010, may provide the means to resolve any outstanding issues.