

Standing Committee on Finance and Public Administration

ANSWER TO QUESTION ON NOTICE

Finance and Deregulation Portfolio

Department of Finance and Deregulation

Supplementary Estimates Hearing – October 2010

Outcome 2, Program 2.1

Topic: Consultancies

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Senator Kroger asked:

You can tell. I wanted to move to consultancies. I am interested to know how many contracts for government advertising have been awarded since the last estimates. Do you have that?

Mr Tune—Government advertising?

Senator KROGER—Yes.

Mr Tune—You have come to the right people. This is all-of-government or department of finance?

Senator KROGER—Yes, all-of-government.

Answer:

Finance does not hold this data as contracts are executed by the individual agencies responsible for government advertising campaigns. The most recent whole-of-government data is provided in the 2009-10 Full Year Report on campaign advertising, which provides detailed information on advertising campaigns above the value of \$250,000 undertaken by agencies subject to the *Financial Management and Accountability Act 1997* (FMA Act).

The Full Year Report shows that during the 2009-10 financial year, FMA Act agencies undertaking advertising campaigns above the value of \$250,000 awarded a total of 42 contracts, covering advertising, market research, public relations, communicating with Indigenous Australians, and communicating with people from non-English speaking backgrounds.