

Senate Finance and Public Administration Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Prime Minister and Cabinet Portfolio

Department of the Prime Minister and Cabinet

Supplementary Budget Estimates 18-21 October 2010

Question: PM118

Asked By: Senator Abetz

Topic: Advertising and Marketing

Type of Question: Written

Date set by the committee for the return of answer: 3 December 2010

Number of pages: 2

- a) **How much has the Department and portfolio agencies spent on advertising and marketing since Budget Estimates? Ask for justification of expenditure.**
- b) **Could the Department provide a complete list of current contracts. Please indicate the rationale for each service provided and its intended use.**
- c) **What communications programs has the Department and portfolio agencies undertaken since additional estimates and what communications programs are planned to be undertaken? For each program, what is the total spend?**

Answer:

- a) Since Budget Estimates, the Department has spent \$244,302.81 on advertising. This expenditure reflects advertising of funding programs, advertising relating to recruitment, promotional material for the 2010 Prime Minister's Literary Awards, promotion of the national portrait collection and promotion of Artbank's art rental business.

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b) The contracts the Department currently has for advertising are:

Contract details	Rationale for services provided	Intended use
Adcorp Australia Ltd	Recruitment and other non-campaign advertising	Recruitment
Edward W Kelley	Recruitment and other non-campaign advertising	Recruitment

c) The Department has not undertaken or has planned any communications programs.