

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
SUPPLEMENTARY BUDGET ESTIMATES 2011-2012

Finance and Deregulation Portfolio

Department/Agency: Department of Finance and Deregulation
Outcome/Program: General
Topic: Advertising

Senator: Ryan

Question reference number: F64

Type of question: Written

Date set by the committee for the return of answer: Friday, 2 December 2011

Number of pages: 2

Question:

- a) What advertising – Campaign and Non-Campaign – did the Department/Agency undertaken in 2011-12? Provide details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services.
- b) Did the Department of Finance and Deregulation provide any advice about the advertising? Provide details of each advertising item.
- c) Did the Advertising comply with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies (March 2010)? Provide the details for each advertising item.
- d) Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
- e) What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answer:

- a)
 - i. Finance spent \$41,978.20 (GST exclusive) on recruitment advertising in the period 1 July to 30 November 2011.

In 2010-11, the Moorebank Project Office (MPO) spent a total of \$4,207.43 (GST inclusive) on placement of the following (non campaign) advertisements:

- i. 10 July 2010 – payment to Adcorp \$3,787.49 (GST inclusive) – for an advertisement in *The Weekend Australian*; for the purpose of notifying the market of the release of a Request For Tender for a Lead Adviser for the Moorebank Intermodal Terminal Project, Sydney NSW.
- ii. 14 July 2010 – payment to Adcorp \$419.94 (GST inclusive) – for an advertisement in *Liverpool Leader*; for the purpose of advising the local

community around Moorebank, Sydney of a community consultation forum.

- b) The Department of Finance and Deregulation provides advice to agencies subject to the *Financial Management and Accountability Act 1997* (FMA Act) in relation to the *Guidelines on Information and Advertising Campaign by Australian Government Departments and Agencies*. Information relating to those government advertising campaigns, including expenditure information, is published in the third quarter of each year in the Full Year Report on Campaign Advertising.

- c) All recruitment advertising for the period 1 July 2011 to 30 November 2011 complied with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*.

- d) N/A

- e) The Department will continue to advertise job vacancies in accordance with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies* as required.

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ANSWERS TO QUESTIONS ON NOTICE
SUPPLEMENTARY BUDGET ESTIMATES 2011-2012

Finance and Deregulation Portfolio

Department/Agency: Australian Electoral Commission
Outcome/Program: General
Topic: Advertising

Senator: Ryan

Question reference number: F64

Type of question: Written

Date set by the committee for the return of answer: Friday, 2 December 2011

Number of pages: 1

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

Answer:

- a) Campaign advertising placement – Nil during period.
Non-campaign advertising placement \$166,925. The majority were those advertisements required under the Commonwealth Electoral Act to publicise: the South Australian electoral redistribution proposals and maps, and to advise of applications for party registrations and opportunities for public comment.
- b) No.
- c) Not applicable.
- d) The AEC has not run any other ‘communication program’ during the reference period.
- e) Nil response.

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
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Finance and Deregulation Portfolio

Department/Agency: ComSuper
Outcome/Program: General
Topic: Advertising

Senator: Ryan

Question reference number: F64

Type of question: Written

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Answer:

- a) ComSuper spent \$5,585 in 2010-11 for non-campaign advertising, predominantly recruitment advertising.
- b) – d) Not applicable.
- e) ComSuper will continue non-campaign advertising, predominantly recruitment advertising.

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
SUPPLEMENTARY BUDGET ESTIMATES 2011-2012

Finance and Deregulation Portfolio

Department/Agency: Commonwealth Superannuation Corporation

Outcome/Program:

Topic: Government advertising

Senator: Ryan

Question reference number: F64

Type of question: Written

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Answer:

In respect of public monies:

- a) Nil.
- b) No.
- c) N/A.
- d) Nil.
- e) Nil.

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
SUPPLEMENTARY BUDGET ESTIMATES 2011-2012

Finance and Deregulation Portfolio

Department/Agency: Future Fund Management Agency

Outcome/Program: General

Topic: Advertising

Senator: Ryan

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Answer:

- a) None.
- b) – e) Not applicable.