

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

Prime Minister and Cabinet Portfolio

Department/Agency: Australian Public Service Commission
Outcome/Program:
Topic: Government Advertising

Senator: Ryan

Question reference number: 130

Type of question: Written

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

Number of pages: 2

Questions:

- 1. 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.**
- 2. Did the Department of Finance and Deregulation provide any advice about the advertising? Provide details of each advertising item.**
- 3. 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.**
- 4. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.**
- 5. What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?**

Answer:

1. No Campaign advertising was undertaken by the Australian Public Service Commission (APSC) in 2011-12. A total of \$32,591 (GST inclusive) was spent on Non-Campaign advertising which included recruitment and advertising for events. Refer to the list below for details.
2. No.
3. Yes. Consistent with the guidelines for non-campaign advertising, the APSC place non-campaign advertising through Adcorp Australia Limited. A recent audit of non-campaign advertising has identified some lower level instances where a total of \$4,519 (GST

inclusive) has been paid by credit card for events advertising in the PS News. APSC employees have been reminded of the requirements set out in the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*. Refer to the list below for details.

4. The APSC has no other communications programs.
5. The APSC has no advertising and other communications programs underway or planned.

Account	Advertising Activity	Amount
Adcorp	National Indigenous Times	613.54
Adcorp	KOORI Mail	1,280.08
Adcorp	Advertising	203.78
Adcorp	Advertising	203.78
Adcorp	Media Public Sector Informant - 2 AUG 2011	203.80
Adcorp	Advertising	203.78
Adcorp	Advertising	4,932.51
Adcorp	Advertising	4,713.29
Adcorp	Advertising	5,222.50
Adcorp	Advertising	4,084.53
Adcorp	Cadet Newspaper	2,466.25
Adcorp	Advertising-	1,391.83
Credit Card	PS News Pty Ltd	490.91
Credit Card	PS News Pty Ltd	363.64
Credit Card	PS News Pty Ltd	294.55
Credit Card	PS News Pty Ltd	490.91
Credit Card	PS News Pty Ltd	363.64
Credit Card	PS News Pty Ltd	294.55
Credit Card	PS News Pty Ltd	490.91
Credit Card	PS News Pty Ltd	327.27
Credit Card	PS News Pty Ltd	163.64
Credit Card	PS News Pty Ltd	163.64
Destiny Publications Pty Ltd	Advertising	1,813.64
Total GST inclusive spend		32,591