

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

Prime Minister and Cabinet

**Department/Agency:** Australian National Audit Office  
**Outcome/Program:**  
**Topic:** Efficiency Dividend

**Senator:** Ryan

**Question reference number:** 130

**Type of question:** Written

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

**Number of pages:** 2

**Question:**

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:**

- Q1 No campaign advertising was undertaken by the ANAO. Non-campaign advertising expenditure incurred by the ANAO FY2011-12 (as at 31.Oct.2011) was \$22,781. All the expenditure is related to recruitment activity.
- Q2: Yes. All agencies subject to the *Financial Management and Accountability Act 1997* are required to place their advertising through the master media agency for non-campaign advertising, currently Adcorp Australia Limited (Adcorp). FMA Act agencies should also note that compliance with the *Guidelines on Non-Campaign Advertising – July 2010* (the Guidelines) is mandatory, including for all Graduate recruitment.

- Q3: Yes. All the expenditure is related to recruitment activity and was placed with Adcorp as required by *Guidelines on Non-Campaign Advertising – July 2010*.
- Q4: None
- Q5: No Campaign advertising is planned for 2011-12. There will be non-campaign advertising schedule for this FY for anticipated recruitment activity.