

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

Prime Minister and Cabinet Portfolio

Department/Agency: Department of the Prime Minister and Cabinet
Outcome/Output Group: All
Topic: Advertising and Marketing

Senator: 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: 3

Question:

1. What advertising – Campaign and Non-Campaign – did the Department/Agency undertake 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. There was no Campaign advertising related expenditure for the period 1 July 2011 to 30 September 2011.

The Department has spent \$278,026.14 (inclusive of GST) on Non-Campaign advertising for the period 1 July 2011 to 30 September 2011.

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The following table details the recruitment related advertising and other Non-Campaign advertising expenditure:

	Recruitment and other non-campaign advertising - National Portrait Gallery (NPG)	\$ 220
MUSEUMS AUSTRALIA		
ARTGUIDE	Exhibition program advertising - NPG	\$ 891
CRAFT ARTS INTERNATIONAL PTY LTD	Exhibition program advertising - NPG	\$ 2,090
FAIRFAX MEDIA PUBLICATIONS PTY LTD	Exhibition program advertising - NPG	\$ 13,200
MORRISON MEDIA SERVICES PTY LTD	Exhibition program advertising - NPG	\$ 2,750
NATIONWIDE NEWS	Exhibition program advertising - NPG	\$ 15,400
NUANCE MULTIMEDIA AUSTRALIA PTY LTD	Exhibition program advertising - NPG	\$ 1,650
PUBLICITAS AUSTRALIA PTY LTD	Exhibition program advertising - NPG	\$ 3,500
WESTWICK FARROW MEDIA (WFM)	Exhibition program advertising - NPG	\$ 1,045
GOOGLE ADWORDS	Artbank Advertising	\$ 6,744
YELLOWPAGES	Artbank Advertising	\$ 258

Program 3.1 - Sports and Recreation

	Program advertising - 2011-12 ADRP Funding Round	\$ 2,801
ADCORP AUSTRALIA LIMITED		

Grand Total **\$ 278,026**

2. No, the Department of Finance and Deregulation did not provide any advice in regard to advertising.
3. All advertising conducted as specified in question 1 complied with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies (March 2010)*.
4. There were two instances of communication related expenditure for the period 1 July 2011 to 30 September 2011 in relation to the Cyber White Paper. Details of the expenditure are as follows;

Program 1.1 Prime Minister and Cabinet

ZOO ADVERTISING PTY LTD	Cyber White Paper - Communications Strategy and Design	\$ 22,125
OPC IT PTY LIMITED	Cyber White Paper - Website Development	\$ 7,744
Total		\$ 29,869

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5. See question 1 and 4. The department has planned advertising for three Indigenous Art, Language and Culture programs and exhibition advertising for the National Portrait Gallery.