

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 17-20 October 2011

Question: 136

Topic: Government Advertising

Asked By: Senator RYAN

Type of Question: Written

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

Number of pages: 3

- 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.

Answer:

The Department has not undertaken any campaign advertising during financial year 2011-12. A list of the Department's non-campaign advertising may be found on the following page.

ATTACHMENT A

Campaign Advertising

- Nil

Non-Campaign Advertising

The table below provides details of non-campaign advertising by the Department of Regional Australia, Regional Development and Local Government, as of 28 October 2011:

| Advertising Classification | Program | Total Spend | Service Provider | Did DFOD provide advice? | Did the advertising comply with Guidelines on Information and advertising Campaigns? |
|-----------------------------------|---|--------------------|-------------------------|---------------------------------|---|
| Non-campaign | myregion website photo competition. | \$500.00 | Facebook | No | Yes |
| Non-campaign | Constitutional Recognition of Local Government – notices of community consultation meetings by an independent advisory panel. | \$140,000.00 | Adcorp | No | Yes |
| Non-campaign | Regional Development Australia - Requests for Expressions of Interest for participation in state RDA committees. Ads placed to date in Tasmania, New South Wales, | \$62,970.58 | Adcorp | No | Yes |

| | | | | | |
|--------------|--|-------------|----------------|----|-----|
| | Queensland, South Australia and Western Australia (Funded in partnership with relevant states. | | | | |
| Non-campaign | Expressions of Interest – Norfolk Air services tender. | \$7,952.30 | Adcorp | No | Yes |
| Non-campaign | Recruitment advertising. | \$26,555.39 | Adcorp SEEK | No | Yes |