

Senate Finance and Public Administration Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Prime Minister and Cabinet Portfolio

Department of Regional Australia, Regional Development and Local Government

Supplementary Budget Estimates 17-20 October 2011

Question: 138

Topic: Current Advertising Campaign

Asked By: Senator RYAN

Type of Question: Written

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

Number of pages: 2

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

Answer:

The table below provides details of other planned advertising campaigns within the Department, as of 28 October 2011:

Communications Program	Program Details	Total Spend	Service Provider
Regional Engagement – Expressions of Interest	<p>The Department will seek expressions of interest for RDA participation in those states and territories where recruitment has not yet been conducted.</p> <p>This work will be done in partnership with the relevant state or territory.</p>	Maximum \$63,199.00	Adcorp

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Communications Program	Program Details	Total Spend	Service Provider
National Awards for Local Government	<p>The Awards are intended to foster excellence in local government.</p> <p>The communications project will raise awareness of the award categories and encourage Local Government authorities to submit entries.</p> <p>Once the winners have been selected, the service providers will design and print the annual winners' book and produce a You Tube video and DVD in which the winners explain their achievements.</p>	\$11,334.00	Giraffe Visual Communication Management Bearcage Productions