

Senate Finance and Public Administration Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

SENATE ESTIMATES SESSION

Prime Minister and Cabinet Portfolio

Department/Agency: Department of the Prime Minister and Cabinet

Outcome/Program: 1.1.3 Support for Government Services

Topic: Government advertising

Senator: Senator Scott Ryan

Question reference number: 84

Type of Question: written

Date set by the committee for the return of answer: 30 November 2012

Number of pages: 2

Question:

What was the total cost of all advertising for the financial year to date?

Answer:

Total expenditure on advertising by the Department of the Prime Minister and Cabinet in 2012-13 to 30 September was \$24,376.23 (GST ex). This was spent on the following program:

- Program 1.1 Prime Minister and Cabinet \$24,376.23

Question:

Is the advertising campaign or non-campaign advertising? Provide details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services.

Answer:

All of the above expenditures were for non-campaign advertising, and placement was through AdCorp Pty Ltd, the Commonwealth's non-campaign advertising placement provider.

Question:

Has the Department of Finance and Deregulation provided any advice about the advertising?

Answer:

No

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Question:

Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.

Answer:

No

Question:

Did the Advertising comply with *the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*? Provide the details for each advertising item.

Answer:

The *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies* do not apply to non-campaign advertising. All recruitment advertising undertaken was compliant with the *Guidelines on Recruitment Advertising*.

Question:

Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.

Answer:

Not applicable.

Question:

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

Answer:

Campaign advertising - nil.

Non-campaign advertising - as follows:

- Community Cabinet (advisory notices promoting community registration)
- G20 (recruitment and tender advertisements).