

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: 85

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 2011-12?

Answer:

Total expenditure on advertising by the Department of the Prime Minister and Cabinet in 2011-12 was \$436,676.08 (GST ex). This was spent of the following programs:

- Program 1.1 Prime Minister and Cabinet \$368,453.64
- Program 1.2 Official and Ceremonial Support \$68,222.44

Note that the Office of the Arts (OFTA) and Office for Sport (OFS), as of 1 February 2012, was transferred to the Department of Regional Australia, Local Government, Arts and Sport (DRALGAS) with the Machinery of Government changes implemented in response to the 14 December, 2011 Administrative Arrangements Orders. Any response to this question for OFTA and OFS will be provided by DRALGAS.

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 advertising expenditures were non-campaign and relate to activities including recruitment, calls for submissions and/or tenders, public advisory notices and information about upcoming events. All advertising was placed through AdCorp Pty Ltd, the Commonwealth's non-campaign advertising placement provider.

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Question:

Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.

Answer:

No.

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.