

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
SUPPLEMENTARY BUDGET ESTIMATES 15 OCTOBER 2012

PM&C Portfolio

Department/Agency: National Mental Health Commission
Outcome/Program: National Mental Health Commission
Topic: Government Advertising 2011-12

Senator: Senator 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?

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.

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

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

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.

Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services that was undertaken in 2011-12.

Answer:

For 2011-12 the National Mental Health Commission spent \$390.00 (ex GST) on non-campaign advertising of the Order to Establish the Commission as an Executive Agency in the *Commonwealth of Australia Gazette* No GN 5, 8 February 2012 (p33).

The Commission also spent \$18,981.21 (ex GST) on non-campaign advertising in major newspapers and online news websites to promote a public online survey seeking input to

support the development of the National Report Card on Mental Health and Suicide Prevention.

The Department of Finance and Deregulation has provided email advice about arrangements for campaign and non-campaign advertising and guidance is available on its website.

The Commission is aware of the need for any future advertising to comply with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*.

The Peer Review Group and Independent Communications Committee have not provided any advice about advertising.