

QUESTION TAKEN ON NOTICE

ADDITIONAL ESTIMATES HEARING: 13 FEBRUARY 2012

IMMIGRATION AND CITIZENSHIP PORTFOLIO

(AE12/0057) Program: Internal Product

Senator Humphries asked:

Government Advertising: What was the total cost of all advertising for 2007-08, 2008-09, 2009-10 and 2010-11? For each of those years, list whether the advertising is campaign or non-campaign and details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services. Did the Department of Finance and Deregulation provide any advice about the advertising? Provide details of each advertising item.

Answer:

1) Details of all advertising for 2007-08, 2008-09, 2009-10 and 2010-11 are provided in the table below.

The majority of it was non-campaign advertising which comprised recruitment for specific job vacancies; auction and tender notices; invitations to make submissions or apply for grants; other public notices; and routine activities including Harmony Day, Australia Day, Refugee Week, Citizenship Week and "No To People Smuggling" information.

In 2007-08 the campaign advertising was approved by the then Ministerial Committee on Government Communications for the promotion of Australian citizenship.

Financial year	Category	Costs \$ (GST exclusive)
2010-11	Non-campaign	146 736.36
2009-10	Non-campaign	346 957.27
2008-09	Non-campaign	286 903.64
2007-08	Non-campaign	218 074.55
	Campaign	4 555 436.36

2) Businesses which assisted in this government advertising included Universal McCann, Adcorp Australia Limited, HMA Blaze Pty Ltd, Avant Card, Associated Newspapers Ltd, Australia Day Foundation, Wieck Australasia Pty Ltd, Newd Corp Ltd, Singleton Ogilvy & Mather Pty Ltd, LBC Radio, Manchester Evening News and Metro Newspaper London.

3) Yes, the Department of Finance and Deregulation did provide advice about all of the advertising.