

SENATE STANDING COMMITTEE ON LEGAL AND CONSTITUTIONAL AFFAIRS  
ATTORNEY-GENERAL'S DEPARTMENT

**Portfolio**

**Question No. 131**

**Senator Humphries asked the following question at the hearing on 12 February 2013:**

Advertising

- a) What was the total cost of all advertising for the financial year to date?
- b) 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.
- c) Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.
- d) Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.
- e) 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.
- f) Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
- g) What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

**The answer to the honourable senator's question is as follows:**

The Australian Government Solicitor (AGS) is a government business enterprise operating on a commercial and competitive basis in providing legal and related services to government and its agencies. AGS does not receive any Budget or other appropriations and its employees are engaged outside of the *Public Service Act 1999*. The question is therefore not applicable to AGS.

See table below for other responses.

Financial Year to date 1 July 2012 to 31 January 2013.

	a) Total cost	b) Campaign/Non-Campaign details	c) DoFAD advice	d) PRG/ICC advice	e) Compliance with guidelines	f) Other communication programs	g) Planned advertising
Attorney-General's Department	Departmental records indicate expenditure of \$327,277.54 in the period 1 July 2012 to 31 January 2013.	Non campaign advertising via AdCorp.	N/A.	N/A.	N/A.	Nil.	The Department is not planning to undertake any additional advertising campaigns in the next financial year. Ongoing non-campaign advertising will be undertaken by the Department as needed. Non-campaign advertising is generally limited to recruitment, public notices, auction, tender notices and invitations to make submissions or apply for Grants.
Administrative Appeals Tribunal	\$397.26	Non-campaign recruitment advertising via Adcorp	Only general policy regarding recruitment advertising	No	Complies with non-campaign recruitment advertising policy	Nil	Recruitment advertising on an as needed basis only
Australian Commission for Law Enforcement Integrity	Nil	N/A	N/A	N/A	N/A	Nil	None
Australian Crime Commission	\$11,691	Non- campaign Recruitment with APSjobs and Seek	Yes. Changes to the Non-Campaign Recruitment Advertising Policy, disallows the use of major	N/A	Yes. All advertising was on-line, no daily print media has been used for recruitment advertising	There were no advertising campaigns by the ACC from 1 July–31 January 2013. In addition to business-as-usual communication activities on	As per the response to part f, the ACC continues to speak at a small number of industry events as part of Task Force Galilee.

			daily print media for recruitment advertising. For recruitment advertising placed in all other print media (such as regional, periodic publications or specialist media such as Indigenous) the Policy continues to prohibit the use of colour and continues to prescribe limits on maximum size and placement of advertisements.			operational successes and the release of major public reports about serious and organised crime, the ACC is currently leading a cross-agency communication program, as part of Task Force Galilee. This program aims to increase public awareness and understanding of the threat of serious and organised investment fraud. The main program of work has now ceased, however the ACC is continuing to speak a small number of industry events. There is no identified campaign aspect to this program.	
Australian Customs and Border Protection Service	\$1,292,176.58	Campaign advertising for changes to the tobacco duty-free limit for incoming international passengers and crew totalling \$1,071,788.68 (GST incl) has been paid to Universal McCann.	DoFD advised they considered the advertising campaign on the changes to the tobacco duty-free limit to be operational and therefore there was no requirement to have the advertising independently	N/A for changes to the tobacco duty-free limit campaign based on DoFD advice.	N/A for changes to the tobacco duty-free limit campaign based on DoFD advice.	Nil.	The changes to the tobacco duty-free limit advertising campaign finished in February 2013.

			reviewed for compliance with the guidelines.				
Australian Federal Police	\$95,974.14	<p><i>Campaign Advertising totalling: <b>\$35,714.22</b> and comprising:</i></p> <ul style="list-style-type: none"> <li>- 2012 National Missing Persons Week: Facebook and YouTube: <b>\$35,714.22</b></li> </ul> <p><i>Non-Campaign Advertising totalling: <b>\$60,259.92</b> and comprising:</i></p> <ul style="list-style-type: none"> <li>- Recruitment advertising for a specialist High Tech Crime Operations role: Online. The total cost was <b>\$15,803.12.</b></li> <li>- An AFP ATSI cadetships &amp; traineeships advertisement: printed ad placed in <i>Koori Mail</i> and <i>National Indigenous Times</i>. The total cost was <b>\$3096.06.</b></li> <li>- A printed advertisement for</li> </ul>	<p>Yes.</p> <p>The Department of Finance and Deregulation provided advice regarding the Missing Persons communications activity.</p>	No.	<p>Yes.</p> <p>All advertising undertaken to date has been conducted in accordance with the Guidelines.</p> <p>All were supported by appropriate bodies and have complied with the Guidelines.</p>	<p>There were no additional programs run by the AFP from 1 July 2012 – 31 January 2013.</p>	<ul style="list-style-type: none"> <li>- A sworn officer recruitment intake took place from 21 January to 18 February 2013, and was invoiced post 31 January. This included placing ‘ambient’ (poster/decal) advertisements within Fitness First gyms to reach women in the target sworn officer recruitment demographic.. The total cost was <b>\$24,300.00.</b></li> <li>-</li> <li>- 2013 National Missing Persons Week communication activities may be undertaken in July 2013.</li> </ul>

		<p>the AFP Graduate program, placed in <i>GO 2013 Graduate Jobs Directory</i> as part of an advertising package within <i>Graduate Opportunities</i>. The total cost was <b>\$14,371.78.</b></p> <p>-</p> <p>An AFP profile page published in the <i>Institute of Chartered Accountants Australia Employment Guide..</i> The total cost was <b>\$62.70</b> (print insertion fee for placing via Adcorp).</p> <p>-</p> <p>Online advertising via Seek, Facebook, Fairfax, News Limited and Google in support of a sworn officer recruitment intake from 21 January to 18 February 2013. This intake targeted women and those from culturally and linguistically diverse backgrounds. The total cost was <b>\$26,926.26.</b></p>					
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Australian Human Rights Commission	\$8,562	Non-campaign	N/A	N/A	yes	Nil	Jobs on career websites
Australian Institute of Criminology	\$3,254	Non-campaign – Media Releases and Conference Promotion	N/A	N/A	N/A	Nil	None
Australian Law Reform Commission	Nil	Not applicable	N/A	N/A	N/A	Nil	None
Australian Security Intelligence Organisation	\$96,415	Non-campaign advertising \$57,195 was paid to AdCorp on non-campaign advertising, which included advertisements for intelligence professionals and security officers. \$18,164 was paid to LinkedIn on non-campaign advertising, which included advertisements for intelligence professionals. \$21,057 was paid to Unimail Pty Ltd on non-campaign advertising, which included advertisements for intelligence professionals.	ASIO has not sought advice from the Department of Finance and Deregulation in relation to its advertising needs.	No	ASIO's recruitment advertising, as listed, was placed in separate advertisements rather than being included within the Whole of Australian Government composite advertisements. ASIO's recruitment advertising complies with the waiver obtained in relation to the guidance provided in the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies.	Nil	ASIO will continue to advertise its vacant positions for the remainder of the financial year along the same basis that it has to date. We have no current plans to undertake campaign advertising.
Australian Transaction Reports and Analysis Centre	\$396	Non Campaign - Recruitment	N/A	N/A	N/A	Nil	None

CrimTrac	Nil.	N/A	N/A	N/A	N/A	Nil	None
Family Court of Australia	\$6,351	Non-Campaign advertising paid to ADCORP for recruitment purposes	N/A	N/A	N/A	Nil	The Court will continue to advertise for vacant positions and tenders as required.
Federal Court of Australia	\$85,308	Non-Campaign	No	No	Yes	Advertising by the National Native Title Tribunal for notification of claims.	Further notification advertising by the NNTT.
Federal Magistrates Court	\$2,860	Non-Campaign advertising paid to ADCORP for recruitment purposes	N/A	N/A	N/A	Nil	The Court will continue to advertise for vacant positions and tenders as required.
High Court of Australia	Nil	N/A	N/A	N/A	N/A	Nil	None
Insolvency and Trustee Service Australia	\$3037.25	Non campaign Adcorp	N/A	N/A	N/A	ITSA conducts ongoing communication activities for the Personal Property Securities Register (PPSR) and personal insolvency matters as part of our standard operations. These activities are not out-sourced.	<ul style="list-style-type: none"> <li>• ITSA is considering a very small extension of the previously ICC approved PPSR advertising campaign. Details of the advertising and proposed costs have not been finalised.</li> <li>• PPSR video programs aimed at providing information about this important new regime to the general public, small and medium enterprises and professional business advisors.</li> </ul>

							Expected cost of approx \$35,000.
Office of the Australian Information Commissioner	Nil	N/A	N/A	N/A	N/A	Nil	None
Office of the Director of Public Prosecutions	\$6,451.23	Non-campaign \$2,057.63 to Adcorp Australia Limited for recruitment purposes \$4,393.60 to Adcorp Australia Limited for substituted service orders in relation to prosecution activities	No	No	Yes	N/A	Non-campaign advertising for recruitment purposes will be undertaken as required.
Office of Parliamentary Counsel	Nil	N/A	N/A	N/A	N/A	Nil	None