

QUESTION TAKEN ON NOTICE

ADDITIONAL ESTIMATES HEARINGS: 11 February 2013

IMMIGRATION AND CITIZENSHIP PORTFOLIO

(AE13/0455) PROGRAM – Internal Product

Senator Humphries (Written) asked:

Portfolio wide - What was the total cost of all advertising for the financial year to date? 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. What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answer:

1) The total cost of all advertising for the Department of Immigration and Citizenship from 1 July 2012 to 11 February 2013 was \$266 485.69 GST exclusive.

2) The Department of Immigration and Citizenship did not undertake any campaign advertising (as defined by Campaign Advertising by Australian Government Departments and Agencies produced by the Department of Finance and Deregulation [September 2011]) in 2012-13.

Non-campaign advertising 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.

3) The Independent Communications Committee provided compliance advice, with respect to Principles 1 to 4 of the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies.*

The total spend on advertising services undertaken from 1 July 2011 to 30 June 2012 was \$559 644.81 GST exclusive as provided by Universal McCann (a division of Mediabrands Australia Pty Ltd) and Adcorp Australia Ltd.

From the 1 July 2012 until 2 November 2012, the department has spent \$34 332.13 GST inclusive on advertising provided by Adcorp Australia Ltd.

Yes, the Department of Finance and Deregulation did provide advice on Harmony Day and Refugee Week.

The Department of Finance and Deregulation was consulted about information activities associated with Harmony Day and Refugee Week. There was no paid advertising associated with either of these events as at 15 October 2012.

MRT-RRT:

- i. two ongoing staff, one EL1 and one APS6; spend about 65% of time, undertaking work which includes preparing presentations and internal communications, responding to media enquiries, preparing content for the tribunals' website and intranet, organise events, as well as undertaking other functions not related to communications; Sydney
 - ii. nil
 - iii. nil
 - iv. nil
 - v. the agency has no staff assigned full-time to organising events,
2. No

ICC providing compliance advice, with respect to Principles 1 to 4 of the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies

The total cost for all advertising in financial year to 31 January 2013 is \$10,800. All costs were non-campaign and related to APS employee recruitment on-line with the following firms: My Career, Career One, and Seek. The Department of Finance and Deregulation has not provided advice on advertising in the financial year to 31 January 2013. The Peer Review Group and the Independent Communications Committee did not provide advice about advertising in the financial year to 31 January 2013. All advertising complied with the Government Guidelines on Information and Advertising Campaigns. The MRT-RRT is planning to spend \$6,700 to undertake non-campaign advertising for APS employee recruitment in the rest of the financial year.