

## QUESTION TAKEN ON NOTICE

### BUDGET ESTIMATES HEARINGS: 27 May 2010

#### IMMIGRATION AND CITIZENSHIP PORTFOLIO

#### **(113) Program: Internal Product**

Senator Barnett asked:

#### Government Advertising

(1) What communications programs has the Department/Agency undertaken since additional estimates and what communications programs are planned to be undertaken?

(2) For each program, what is the total spend?

(by 'communications program' it is meant communication of a government message to the public – possibly by advertising (print, television etc), possibly through the erection of signs, plaques etc, or through other mediums. The recent (current) Government TV advertising campaign on health reform and specific health initiatives are examples, BER signage is an example, advertising on the Government's proposed new tax system would be another example.)

(3) A breakdown of how much was spent/is planned to be spent on each program/initiative should be provided.

*Answer:*

(1) The Department of Immigration and Citizenship has not undertaken any "information and advertising campaigns" as defined by the Guidelines in Campaign Advertising by Australian Government Department and Agencies produced by the Department of Finance and Deregulation (June 2008) since additional estimates.

(2) There has been no spend on communication programs since additional estimates.

(3) The Department of Immigration and Citizenship does not plan to undertake any "information and advertising campaigns".