

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

Portfolio

Question No. 100

Senator Humphries asked the following question at the hearing 30 May 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 following agencies did not undertake any advertising during the reporting period: Australian Commission for Law Enforcement Integrity, Australian Law Reform Commission, Australian Transaction reports and Analysis Centre, CrimTrac, Office of Parliamentary Counsel

Australian Government Solicitor

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.

Attorney-General's Department

Agencies that have incurred advertising costs for the 2012-13 financial year information up to 31 January 2013 was provided in the response to QoN response 131 from the 2013 Additional Estimates round.

For the period 1 February 2013 to 31 May 2013 please see the table below.

	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	\$300,274	Non campaign advertising.	N/A	N/A	N/A	Nil.	The Department is not planning to undertake any additional advertising campaigns in the next financial year. Ongoing noncampaign advertising will be undertaken by the Department as needed. Noncampaign advertising is generally limited to recruitment, public notices, auction, tender notices and invitations to make submissions
Administrative Appeals Tribunal	\$11,784.18	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 Crime Commission	\$11,691	Non- campaign Recruitment with APSjobs and Seek	No change	No change	No change	No change	No change

	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
Australian Customs and Border Protection Service	\$9,733,915 (GST inclusive)	<p>Domestic Campaigns \$220,388</p> <p>Overseas Campaigns \$9,367,299</p> <p>Recruitment/Other \$146,228</p> <p>Note: Overseas campaigns total includes spending from July 2012 to May 2013. Overseas campaigns were not included in QoN 122 from October 2012 Supplementary Estimates or QoN 131 from February 2013 Additional Estimates as they were not a DoFD reportable amount. The amounts reported above are GST inclusive.</p>	No	No	<p>Yes.</p> <p>All advertising undertaken to date has been conducted in accordance with the Guidelines.</p>	There were no additional programs run by ACBPS in the financial year to date.	Further counter-people smuggling campaigns will be undertaken in the remainder of the 2012-13 and in 2013-14 in source and transit countries.
Australian Federal Police	\$30,510.47	<p><i>Non-Campaign Advertising total \$26,312.50</i></p> <p>- Graduate Recruitment: Graduate Opportunities, Graduate Connect and online advertising \$14,791.98</p> <p>- AFP Diversity advertising (Mardi Gras): print and online advertising</p>	<p>Yes</p> <p>DoFAD provided advice regarding the placements of Graduate recruitment advertising</p>	<p>No</p> <p>No</p>	<p>Yes</p> <p>Yes</p>	<p>Graduate recruitment intake was open for six weeks from 1 March 2013. There were no additional advertising programs run</p> <p>There were no other advertising programs run</p> <p>Online lateral recruitment</p>	

	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
		<p>\$3,590.95</p> <p>- Lateral Recruitment: online advertising \$7,929.57</p> <p><i>Campaign Advertising total:</i> \$4,260.67</p> <p>- International Missing Children’s Day 25 May</p>	Provided advice to DoFAD	No No	Yes Yes	<p>advertising There were no additional advertising programs run</p> <p>There were no other additional advertising programs run</p>	
Australian Human Rights Commission	\$3,734	Non-campaign	No	No	Yes	Nil	Jobs on career websites
Australian Institute of Criminology	\$10,819	Non-Campaign – Media Releases, Recruitment, Conference Promotion and Grant programs	No	No	Yes	Nil	None
Australian Security Intelligence Organisation	\$205,488	<p>Non-Campaign Advertising</p> <p>\$199,260 was paid to AdCorp on non-campaign advertising, which included advertisements for intelligence professionals, Security Officers, Telecommunications Specialists and Linguists.</p> <p>\$6,228 was paid to Unimail Pty Ltd on non-campaign advertising, which included</p>	No	No	ASIO’s recruitment advertising, as listed above, 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	Nil	ASIO will continue to advertise its vacant positions for the remainder of the financial year along the same basis that is has to date. We have no current plans to undertake campaign advertising.

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		advertisements for intelligence professionals.			Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies.		
Family Court of Australia	\$10,083 (GST Excl)	Non-Campaign advertising paid to ADCORP and APSC for recruitment purposes	No	No	No	Nil	The Court will continue to advertise for vacant positions and tenders as required.
Federal Circuit Court of Australia	\$2,257 (GST Excl)	Non-Campaign advertising paid to APSC for recruitment purposes	No	No	No	Nil	The Court will continue to advertise for vacant positions and tenders as required.
Federal Court of Australia	\$77,396	Non-campaign	No	No	Yes	Advertising by the National Native Title Tribunal for notification of claims	Further notification advertising by the National Native Title Tribunal
High Court of Australia	The High Court of Australia is not part of the Government. The question is not applicable to the High Court of Australia.						
Insolvency and Trustee Service Australia	\$4932.45	Non- campaign. Recruitment advertising. Adcorp.	No	No	No	Nil	*
	*ITSA may undertake some information activities in 2013-14 to raise awareness of the Personal Property Securities Register with particular target groups such as small and medium businesses and business advisers. One of the objectives will be to raise awareness among businesses of the expiry of the two year transition period and the importance of security interests being registered on the PPSR. Any activities undertaken will meet the requirements of the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies.						
National Native Title Tribunal	The National Native Title Tribunal (NNTT) will not be providing a response to this question, as from 1 July 2012 the NNTT is no longer a Financial Management and Accountability Act 1997 Agency, and is funded to carry out its functions as a sub-program of the Federal Court of Australia's appropriation. On 12 March 2013 the Courts and Tribunals Legislation Amendment (Administration) Act 2013 came into operation. On that day the Australian Public Service Commissioner signed a determination which transferred all staff employed by the Tribunal to the Federal Court of Australia under s.72 of the Public Service Act, but those staff are designated staff assisting the Tribunal under the Native Title Act.						

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Office of the Australian Information Commissioner	Nil	N/A	N/A	N/A	N/A	N/A	N/A
Office of the Director of Public Prosecutions	\$643.71 (Excl. GST)	Non-campaign. Adcorp Australia Limited for recruitment purposes	No	No	Yes	N/A	Non- Campaign advertising for recruitment purposes will be undertaken as required.