



AUSTRALIAN SENATE

## **FINANCE AND PUBLIC ADMINISTRATION**

REFERENCE COMMITTEE

PARLIAMENT HOUSE  
CANBERRA ACT 2600  
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### **Inquiry into government advertising and accountability**

#### **Terms of reference**

On 18 November 2004, the Senate referred the following matter to the Finance and Public Administration References Committee for inquiry and report by 22 June 2005. On 16 June 2005 the Senate extended the time to report to 10 November 2005. On 11 October 2005 the Senate extended the time to report to 1 December 2005.

- (a) the level of expenditure on, and the nature and extent of, Commonwealth government advertising since 1996;
- (b) the processes involved in decision-making on Commonwealth government advertising, including the role of the Government Communications Unit and the Ministerial Committee on Government Communications;
- (c) the adequacy of the accountability framework and, in particular, the 1995 guidelines for government advertising, with reference to relevant reports, guidelines and principles issued by the Auditor-General and the Joint Committee of Public Accounts and Audit;
- (d) the means of ensuring the ongoing application of guidelines based on those recommended by the Auditor-General and the Joint Committee of Public Accounts and Audit to all government advertising; and
- (e) the order of the Senate of 29 October 2003 relating to advertising projects, and whether the order is an effective mechanism for parliamentary accountability in relation to government advertising.