Senate Standing Committee on Finance and Public Administration

ANSWERS TO QUESTIONS ON NOTICE

Prime Minister and Cabinet Portfolio

Department of the Prime Minister and Cabinet

Additional Estimates 23-27 February 2009

Question: PM29a-l

Topic: GM Holden television advertisement

Hansard Page: Written Question

Senator Abetz asked:
In relation to GM Holden using television footage of the Prime Minister at their Elizabeth Factory in December 2008 in their Australia Day Long Weekend television advertising last month:

a) **Did the Prime Minister, his office or his Department have any discussions with Senator Carr, his office or his Department regarding this footage being used. If so, please detail.**
b) **Did the Prime Minister, his office or his Department have any discussions GM Holden regarding this footage being used? If so, please detail.**
c) **Did the Prime Minister give approval for this footage to appear in the advertising? If so, when and to whom?**
d) **Did the Prime Minister's office give approval for this footage to appear in the advertising? If so, when, by whom and to whom?**
e) **Did the Prime Minister's Department give approval for this footage to appear in the advertising? If so, when and to whom?**
f) **Please detail all instances of a serving Prime Minister appearing in the advertising of commercial companies.**
g) **Please detail all instances of currently serving Ministers appearing in the advertising of commercial companies.**
h) **Does the Prime Minister endorse the product in whose advertisement he appears?**
i) **What make and model of car does the Prime Minister drive?**
j) **Have similar requests to appear in advertising been made by either Ford or Toyota?**
k) **If such a request were to take place, would the Prime Minister agree to it?**
l) **What guidelines are laid down by the Prime Minister in relation to Ministers actively participating in the promotion of commercial enterprises?**

Answer:

(a)-(e) Event footage was filmed in front of national media representatives, GM Holden management and thousands of GM Holden workers. The Prime Minister's Office was informed that GM Holden proposed to use footage of the event in its promotional material.

(f)-(g) The diversion of resources necessary to catalogue all instances where Prime Ministers and Ministers have appeared in promotional material cannot be justified.

(h) The Prime Minister does not endorse any particular commercial product, but he is a supporter of Australian manufacturing.

(i) Please see the answer to Senate Question 1042 for details of the Prime Minister's private-plated vehicle provided by the Department of Finance and Deregulation.

(j) No.

(k) Not applicable.

(l) Please refer to the Standards of Ministerial Ethics for details of the Prime Minister's guidance on ministerial conduct.