Question: E12-106

OUTCOME 0: Whole of Portfolio

Topic: Government Advertising

Type of Question: Written Question on Notice

Number of pages: 1

Senator: Senator McKenzie

Question:

a) Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.

b) 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.

c) Provide details for any other communications program, including details of the program, the total spend and the business that provided the communications services.

d) What advertising - Campaign and Non-Campaign - and other communications programs is the Department/Agency undertaking, or planning to undertake?

Answer:

a) Please refer to Attachment A

Information is provided for the period July 2011 to 31 March 2012 for the Department of Health and Ageing

b) All advertising defined as campaign under the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies went through the compliance process and detail was published on the campaign websites.

c) To collate and compile the requested information would involve a significant research effort that the department is not currently in a position to undertake.

d) Departmental Campaigns
   • National Illicit Drug Use Campaign
   • National Tobacco – More Targeted Approach Campaign
   • Opal Fuel Campaign
   • Attracting More People to Work in Indigenous Health

- Local Community Campaign to Promote Better Aboriginal and Torres Strait Islander Health
- National Aboriginal and Torres Strait Island Ear Health Campaign
- Aged Care Reform Communication Campaign
- Tobacco Plain Packaging Communication Campaign

To collate and compile the requested information for non-campaign communication programs would involve a significant research effort that the department is not currently in a position to undertake.

The Peer Review Group and the Independent Communications Committee provides advice on campaign activity as required in accordance with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies.

Advertising item	Advice from ICC and/or PRG
National Illicit Drug Use Campaign	PRG provided advice on the National Drugs Campaign
National Tobacco – More Targeted Approach Campaign	PRG provided advice the National Tobacco – More Targeted Approach Campaign ICC provided advice regarding the campaign's compliance with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*
Private Health Insurance Campaign	PRG provided advice the Private Health Insurance Campaign ICC provided advice regarding the campaign's compliance with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*
After Hours GP Helpline Campaign	ICC provided advice regarding the campaign's compliance with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*
Swap it Campaign	ICC provided advice regarding the campaign's compliance with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*
National Tobacco Campaign	ICC provided advice regarding the campaign's compliance with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*
Attracting More People to Work in Indigenous Health Campaign	ICC provided advice regarding the campaign's compliance with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*