

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates

13 – 14 February 2013

Question: AET 603-606

Topic: Government Advertising

Written: Received from Committee – 22 February 2013

Senator BUSHBY asked:

603. What is the total cost of all advertising for the financial year to date(22 February 2013)?
604. Is the advertising *campaign* or *non-campaign* advertising? Provide details of each advertising, including the program that the advertising was for, the total spend and the business that provided the advertising services.
- a. Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.
 - b. Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.
 - c. 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.
605. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
606. What advertising – campaign and non-campaign – and other communications programs is the Department/Agency undertaking, or planning to undertake?

Answer:

603. \$1205
604. Advertising was non-campaign. It was for recruitment purposes.
- a. No.
 - b. No.
 - c. Not Applicable.
605. Not Applicable.
606. The Commission is planning to undertake some further non-campaign advertising for recruitment purposes.