

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Supplementary Budget Estimates

17 October – 18 October 2012

Question: SBT 420-432

Topic: Government Advertising (PC)

Written: Received from Committee – 26 October 2012

Senator BUSHBY asked:

420. What was the total cost of all advertising for the financial year to date (26 October 2012)?
421. 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.
422. Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.
423. Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.
424. 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.
425. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
426. What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?
427. What was the total cost of all advertising for 2011-12?
428. 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.
429. Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.
430. Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.
431. 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.

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Supplementary Budget Estimates

17 October – 18 October 2012

432. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services that was undertaken in 2011-12.

Answer:

420. \$11,420 (ex-GST).
421. The Commission does not undertake 'advertising campaigns'. The Commission advertises its government-commissioned inquiries and studies so that any individual, firm or organisation with an interest has an opportunity to present their views. The Commission also undertakes advertising for recruitment purposes. To attempt to provide a greater level of detail would involve an unreasonable diversion of agency resources.
422. No.
423. No.
424. Not applicable.
425. Not applicable.
426. The Commission will continue to advertise inquiries and studies when they are commissioned by Government. Recruitment advertising will be undertaken as required.
427. The total cost of all advertising for the financial year 2011-12 was \$104,823 (ex-GST).
428. The Commission did not undertake 'advertising campaigns'. The Commission advertised its government-commissioned inquiries and studies so that any individual, firm or organisation with an interest had an opportunity to present their views. The Commission also undertook advertising for recruitment purposes. To attempt to provide a greater level of detail would involve an unreasonable diversion of agency resources.
429. No.
430. No.
431. Not applicable.
432. Not applicable.