

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Supplementary Budget Estimates

17 October – 18 October 2012

Question: SBT 433-445

Topic: Government Advertising (AOFM)

Written: Received from Committee – 26 October 2012

Senator BUSHBY asked:

433. What was the total cost of all advertising for the financial year to date (26 October 2012)?
434. 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.
435. Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.
436. Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.
437. 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.
438. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
439. What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?
440. What was the total cost of all advertising for 2011-12?
441. 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.
442. Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.
443. Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.
444. 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.

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445. 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:

433. \$2,128.
434. Non-campaign advertising used for staff recruitment. The total spend was \$2,128.44 paid to Adcorp.
435. No.
436. Not applicable.
437. All advertising conducted by the AOFM is in accordance with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies.
438. The AOFM has written and will be paying for the publication of a Co-Published article in the annual Australian supplement of Finance Asia magazine (Cost USD13,000). This article is part of the updating and educating of current and potential investors in Asia, on the Commonwealth Government Securities market.
- The AOFM will also be updating and rebuilding its website this financial year.
439. There are no specific plans to conduct advertising this financial year. Occasionally opportunities may arise that due to investor focus and cost effectiveness of the media, may warrant the AOFM using a CGS promotional piece or publish a written article.
440. \$116,571
441. Please refer to page 155 of AOFM's Annual Report 2011-12.
442. Yes. For the Australian Government Securities campaign the Department of Finance and Deregulation provided the following advice:
- this was considered campaign advertising;
 - due to the small budget (being less than \$250,000) it was not necessary to involve the ICC;
 - Universal McCann (Media Brands Australia Pty Ltd) should be used to procure media placement; and
 - that AOFM authorise the print advertisements to comply with the Commonwealth Electoral Act 1918.
443. Not applicable.
444. All advertising conducted by the AOFM is in accordance with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies.
445. Not applicable.