

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Supplementary Budget Estimates

17 October – 18 October 2012

Question: SBT 446-458

Topic: Government Advertising (APRA)

Written: Received from Committee – 26 October 2012

Senator BUSHBY asked:

446. What was the total cost of all advertising for the financial year to date (26 October 2012)?
447. 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.
448. Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.
449. Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.
450. 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.
451. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
452. What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?
453. What was the total cost of all advertising for 2011-12?
454. 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.
455. Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.
456. Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.
457. 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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458. 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:

446. The Australian Prudential Regulation Authority's (APRA's) total cost of all advertising for the financial year to 26 October 2012 was \$ 18,783.16.
447. APRA does not conduct campaign advertising. Advertising expenditure predominantly reflects recruitment activity.
448. No.
449. No.
450. Not applicable.
451. Not applicable.
452. See response to 447.
453. APRA's total cost of all advertising for the financial year 2011-12 was \$166,026.68.
454. See response to 447.
455. No.
456. No.
457. Not applicable.
458. Not applicable.