

**Senate Standing Committee on Education Employment and Workplace
Relations**

**QUESTIONS ON NOTICE
Additional Budget Estimates 2011-2012**

Cross Portfolio

DEEWR Question No. EW0930_12

Senator Back provided in writing.

Question

Government Advertising

"What was the total cost of all advertising for 2007-08, 2008-09, 2009-10 and 2010-11? For each of those years, list whether the advertising is campaign or non-campaign and details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services. Did the Department of Finance and Deregulation provide any advice about the advertising? Provide details of each advertising item. 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. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services. What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake? "

Answer

The department publishes the details of advertising expenditure in the Annual Report each financial year. Advertising expenditure for 2007–08, 2008–09, 2009–10 and 2010–11 can be found in the appendix of the Annual Report for each respective financial year, available on the department's website. This information includes details of the program or campaign the advertising was for, the total spend and the business that provided the advertising services.

The Government first introduced the Guidelines on Campaign Advertising in July 2008, followed by the updated Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies in March 2010. In 2008–09, 2009–10 and 2010–11, the following advertising campaigns were subject to review under the Guidelines, and all were found to comply:

- The Child Care Assistance Awareness Campaign (2010–11)
- The Job Services Australia/New Employment Services Campaign (2008–9 and 2009–10)
- The Child Care Tax Rebate Campaign (2008–09)

The Department of Finance and Deregulation provided advice in relation to compliance with the Guidelines for each of the above campaigns.

The department regularly conducts communication activities to support policies and programs with external audiences and stakeholders.

With regard to upcoming advertising, the department is undertaking the following advertising activity. The department has no other new approved advertising activity.

Program
Building Australia's Future Workforce Campaign – aims to raise awareness and encourage take up of Australian Government programs to increase workforce skills, participation and diversity.
National Youth Week 2012 (campaign advertising but not subject to Guideline review)
National Literacy and Numeracy Week 2012 (non-campaign advertising)