

SENATE STANDING COMMITTEE ON LEGAL AND CONSTITUTIONAL AFFAIRS  
ATTORNEY-GENERAL'S DEPARTMENT

**Portfolio**

**Question No. 138**

**Senator Humphries asked the following question at the hearing on 23 May 2012:**

Government Advertising

- a) What was the total cost of all advertising for the financial year to date?
- b) 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.
- c) Has the Department of Finance and Deregulation provide any advice about the advertising? Provide details of each advertising item.
- d) Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.
- e) 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.
- f) Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
- g) What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

**The answer to the honourable senator's question is as follows:**

Please refer to the table on the following page.

**Government Advertising (1 July 2011 – 30 April 2012)**

Agency	What was the total cost of all advertising for the financial year to date?	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.	Has the Department of Finance provided any advice about the advertising? Provide details of each advertising item.	Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided 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 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?
<b>Attorney-General's Department</b>	\$1,993,491 (GST incl).	Non-campaign advertising \$362,187 (GST incl) was paid to AdCorp.  Campaign advertising National Security Campaign \$532,569 (GST incl) was paid to Universal McCann. Personal Property Securities Campaign \$1,098,735 (GST incl) was paid to Universal McCann.	The Department of Finance and Deregulation provides secretariat support for the Independent Communication Committee (ICC) through the Communication Advice Branch (CAB). The Attorney-General's Department consulted with CAB when progressing the National Security Public Information Campaign and the Personal Property Securities Campaign.	The Independent Communications Committee provided advice that the National Security and the Personal Property Securities Campaigns complied with principles 1 to 4 of the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies on the 28 July 2011 and 14 October 2011 respectively.	National Security Campaign – yes.  Personal Property Securities Campaign – yes.	There were no additional advertising campaigns by the Department in 2011-12.	The Department is not planning to undertake any additional advertising campaigns in the next financial year. Ongoing non-campaign advertising will be undertaken by the Department as needed. Non-campaign advertising is generally limited to recruitment, public notices, auction and tender notices and invitations to make submissions or apply for grants.
<b>Administrative Appeals Tribunal</b>	\$11,276.04 (GST Incl)	Non-Campaign advertising \$11,276.04 (GST incl) was paid to Adcorp.	N/A.	N/A.	N/A.	Nil.	The Tribunal is not planning to undertake any additional advertising campaigns in the next financial year. Ongoing non-campaign advertising will be undertaken by the Tribunal as needed. Non-campaign advertising is limited to recruitment.
<b>Australian Commission for Law Enforcement Integrity Response</b>	Nil.	N/A.	N/A.	N/A.	N/A.	N/A.	Nil.
<b>Australian Crime Commission</b>	N/A	N/A	N/A	N/A	N/A	There were no advertising campaigns by the ACC in 2011-12 In addition to business-as-usual communication activities on operational successes and the release of major public reports about serious and organised crime, the ACC is currently leading the development of a cross-agency communication program, as part of Task Force Galilee. This program aims to increase public awareness and understanding of the threat of serious and organised investment fraud. There is no identified campaign aspect to this program.	The implementation of the Task Force Galilee communication strategy will continue over the next 12 months.
<b>Australian Customs and Border Protection Service</b>	\$397,018 (GST Incl)	Non-Campaign Advertising \$397,018 was spent on non-campaign advertising comprised of: \$19,800 was spent on industry expo related advertising for Customs Brokers and Forwarders Council. \$265,216 was spent on non-campaign advertising to various suppliers for recruitment, advertising flyers and other media. \$95,148 was spent on advertising and promotional products as at 30 April 2012 comprised of: \$78,293 spent on Customswatch merchandise, with \$46,860 paid to Greenfrog Promotions, \$30,561 paid to Adpro Promotional Products and \$872 paid to other suppliers. \$16,854 was spent on Smartgate, with \$15,986 for Chadwicks Model Agency P/L and \$868 to other suppliers.	N/A.	N/A.	N/A.	Nil.	The Agency will run an advertising campaign in the 2012-13 financial year about changes to tobacco duty-free limits. This purpose of the campaign will be to communicate to international travellers that from 1 September 2012 the import concessions for incoming passengers and crew will reduce from 250 grams to 50 grams of tobacco.

<b>Australian Federal Police</b>	\$246,359 (GST Incl).	Non-Campaign Advertising \$1,900 (GST Incl) was paid to Australian Peacekeeper Magazine for The Peacekeeping Memorial Subscription. \$770 (GST Incl) was paid to the Australian Government Directory. \$37,000 (GST Incl) was paid to AdCorp for the recruitment advertisements for Protection in Northern Territory. Campaign Advertising \$206,189 (GST Incl) was paid to Universal McCann for the AFP and ACT Policing Recruitment Campaign. \$500 (GST Incl) was paid to Universal McCann for the distribution of National Missing Persons Week community service announcement.	Yes. The Department of Finance and Deregulation provided advice regarding the AFP and ACT Policing Recruitment Campaign. AFP and ACT Policing were advised that the campaign did not need to be reviewed by the Independent Communication Committee. The Department was also consulted with during the development of recruitment advertisements for Protection.	No.	Yes.	There were no additional advertising campaigns run by the AFP in 2011-12. On the back of the AFP TV series, the Nine Network's commitment to provide the AFP with approximately \$500,000 worth of Community Service Announcement (CSA) airtime has been fully utilised for the following awareness campaigns since July 2011:  2011 National Missing Person's Week - \$51,686.  2011 National ID Fraud Awareness Week - \$133,208.  2011/12 (December – January) Passwords and Pins and Aviation Safer Airports - \$232,667.  2012 (January) Safety on Social Networking - \$82,623.  The total value of this CSA airtime in 2011-12 is \$500,184.	AFP plans to undertake campaign advertising for National Missing Persons Week 2012 at a projected cost of \$70,000. No other advertising is anticipated at this time.
<b>Australian Government Solicitor (AGS)</b>	AGS is a government business enterprise operating on a commercial and competitive basis in providing legal and related services to government and its agencies. AGS does not undertake advertising campaigns or communications programs with respect to government policies and programs. The question is therefore not applicable to AGS.	N/A.	N/A.	N/A.	N/A.	N/A.	Nil.
<b>Australian Human Rights Commission</b>	\$337,543 (GST Incl)	Non-Campaign Advertising \$331,408 (GST incl) was paid to AdCorp. \$1,163 (GST Incl) was paid to The National Indigenous Times.	N/A.	N/A.	Yes.	Through the Cyber-bullying project the Commission has spent \$45,383 (Including GST) and these services have been provided by the Edith Cowan University.  Through the Something in Common project the Commission has spent \$106,881 (Including GST) and these services have been provided by two organisations: Digital Eskimo \$84,529 (Including GST) Cornerstore Media \$24,831 (Including GST)	National Anti-Race Partnership Strategy.
<b>Australian Institute of Criminology</b>	\$9,468 (GST Incl)	Non-Campaign Advertising \$9,368 (GST Incl) was paid to AdCorp. \$100 (GST Incl) was paid to Fairfax Media Publications.	N/A.	N/A.	N/A.	There were no additional advertising campaigns by the AIC in 2011-12.	The AIC is not planning to undertake any additional advertising campaigns in the next financial year. Ongoing non-campaign advertising will be undertaken by the Department as needed. Non-campaign advertising is generally limited to recruitment, public notices, auction and tender notices and invitations to make submissions or apply for grants.
<b>Australian Law Reform Commission</b>	Nil.	N/A.	N/A.	N/A.	N/A.	Nil	No advertising is being undertaken or has been planned
<b>ASIO</b>	\$393,395 (GST incl)	Non-Campaign Advertising \$393,395 (GST Incl) was paid to AdCorp.	N/A.	N/A.	ASIO's recruitment advertising, as listed above, was placed in separate advertisements rather than being included within the Whole of Australian Government composite advertisements. ASIO recruitment	Nil.	ASIO will continue to advertise its vacant positions for the remainder of the financial year along the same basis that it has to date. ASIO has no current plans to undertake campaign advertising.

						advertising complies with the waiver obtained in relation to the guidance provided in the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies.	
<b>Australian Transaction Reports and Analysis Centre</b>	\$29,699 (GST Incl)	Non-Campaign Advertising \$29,699 was paid to AdCorp.	N/A.	N/A.	N/A.	There were no additional advertising campaigns by AUSTRAC in 2011-12.	The Agency is not planning to undertake any additional advertising campaigns in the next financial year. Ongoing non-campaign advertising will be undertaken by the Agency as needed. Non-campaign advertising is generally limited to recruitment notices.
<b>CDPP</b>	\$31,508 (GST Incl)	Non-Campaign Advertising \$31,508 (GST Incl) was paid to Adcorp.	N/A.	N/A.	N/A.	Nil.	Only recruitment advertising is planned to be undertaken.
<b>CrimTrac</b>	\$12,207 (GST incl)	Non-Campaign Advertising \$12,207 (incl GST) was paid to place corporate information in relevant policing and law enforcement publications.	N/A.	N/A.	N/A.	N/A.	Nil
<b>Family Court of Australia</b>	\$20,628 (GST Incl)	Non-Campaign Advertising \$11,013 (GST Incl) was paid to Adcorp. \$9,144 (GST Incl) was paid to the Australian Public Service Commission. \$472 (GST Incl) was paid to Fairfax Media.	N/A.	N/A.	N/A.	N/A.	The court will continue to advertise for vacant positions as required.
<b>Federal Court of Australia</b>	Nil.	N/A.	N/A.	N/A.	N/A.	N/A.	Nil.
<b>Federal Magistrates Court of Australia</b>	\$7,132 (GST Incl)	Non-Campaign Advertising \$3,373 (GST Incl) was paid to AdCorp. \$3,759 (GST Incl) was paid to the Australian Public Service Commission.	N/A.	N/A.	N/A.	Nil.	The court will continue to advertise for vacant positions as required.
<b>High Court of Australia</b>	\$25,949 (GST Incl)	Non-Campaign Advertising \$21,243 was paid to AdCorp. \$762 was paid to the Canberra Times. \$2,200 was paid to National Capital Attractions Association. \$1,585 was paid to Uneath-Ed. \$108 was paid to Attractions. \$50 was paid to Museums Australia.	N/A.	N/A.	N/A.	Nil.	The High Court of Australia is planning to undertake recruitment, procurement and visitor information advertising.
<b>ITSA</b>	\$14,749 (GST Incl)	Non-campaign advertising \$14,749 was paid to AdCorp.	N/A.	N/A.	N/A.	N/A.	Nil.
<b>National Native Title Tribunal</b>	\$208,063 (GST Incl)	Non-Campaign Advertising \$208,063 was paid to AdCorp.	N/A.	N/A.	N/A.	N/A.	The NNTT undertakes and plans to undertake non-campaign advertising as required. This includes public notices (Notification of applications and Indigenous land use agreements) recruitment and other advertising such as for tenders and consultants.
<b>Office of the Australian Information Commissioner</b>	\$5,103 (GST incl)	Non-Campaign advertising \$2,750 (GST Incl) was paid to Fairfax. \$1,644 (GST Incl) was paid to the Australian Public Service Commission. \$710 (GST Incl) was paid to Seek Ltd.	N/A.	N/A.	N/A.	In May 2012, the OAIC participated in Privacy Awareness Week. Privacy Awareness Week is a joint initiative of the Asia Pacific Privacy Authorities forum, whose membership is made up of the 13 privacy enforcement authorities across the Asia-Pacific region, including the OAIC. The OAIC did not pay for any advertising as part of this campaign.	The OAIC may undertake a small additional advertising campaign in the next financial year in relation to privacy law reforms that are currently before the Parliament. Non-campaign advertising is generally limited to recruitment. The OAIC plans to participate in Privacy Awareness Week in May 2013. A budget is yet to be allocated to Privacy Awareness Week 2013.
<b>Office of Parliamentary Counsel</b>	\$451 (GST Incl)	Non-Campaign advertng \$451	N/A.	N/A.	N/A.	Nil.	No advertising is being undertaken or has been planned.