

## **QUESTION TAKEN ON NOTICE**

### **BUDGET ESTIMATES HEARING: 21-22 MAY 2012**

#### **IMMIGRATION AND CITIZENSHIP PORTFOLIO**

#### **(BE12/0086) Program: Internal Product**

Senator Humphries asked:

Portfolio wide: Government Advertising - 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 and Deregulation provided any advice about the advertising? Provide details of 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.

*Answer:*

The Department of Immigration and Citizenship did not undertake any campaign advertising (as defined by Campaign Advertising by Australian Government Departments and Agencies produced by the Department of Finance and Deregulation [September 2011]) in 2011-12.

Non-campaign advertising comprised recruitment for specific job vacancies; auction and tender notices; invitations to make submissions or apply for grants; other public notices; and routine activities including Harmony Day, Australia Day, Refugee Week, Citizenship Week and "No To People Smuggling" information.

The total spend on advertising services undertaken from 1 July 2011 to 31 May 2012 was \$432 784.03 GST exclusive as provided by Universal McCann (a division of Mediabrands Australia Pty Ltd) and Adcorp Australia Ltd.

Yes, the Department of Finance and Deregulation did provide advice on Harmony Day and Refugee Week.