

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

Portfolio

Question No. 122

Senator Humphries asked the following question at the hearing on 16 October 2012:

Government Advertising

1.
 - 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 provided 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?
2.
 - a) What was the total cost of all advertising for 2011-12?
 - 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 provided 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 that was undertaken in 2011-12.

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

Australian Government Solicitor (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 receive any Budget or other appropriations and its employees are engaged outside of the Public Service Act 1999. The question is therefore not applicable to AGS.

Please see tables below for other responses.

1. Government Advertising in the financial year to date (1 July 2012 – 30 September 2012)

	a)	b)	c)	d)	e)	f)	g)
Attorney-General's Department	\$115,476.	Non-campaign advertising \$115,476 was paid to AdCorp.	N/A.	N/A.	N/A	Nil.	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, tender notices and invitations to make submissions or apply for Grants.
Australian Crime Commission	\$2,552.35	Non- campaign Recruitment (Adcorp and APS Jobs)	Changes to the Non-Campaign Recruitment Advertising Policy, disallows the use of major daily print	N/A	Yes – effective 1 July 2012 no print advertising is used	There were no advertising campaigns by the ACC from 1 July – 30 Sept 2012. In addition to business-	The implementation of the Task Force Galilee communication strategy will continue over the next three months.

			media for recruitment advertising. For recruitment advertising placed in all other print media (such as regional, periodic publications or specialist media such as Indigenous) the Policy continues to prohibit the use of colour and continues to prescribe limits on maximum size and placement of advertisements.			as-usual communication activities on operational successes and the release of major public reports about serious and organised crime, the ACC is currently leading 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.	
Australian Customs and Border Protection Service	\$664,800 (GST incl)	Non-campaign advertising totalling \$34,790 (GST incl) was paid to AdCorp. Campaign advertising for changes to the tobacco duty-free limit for incoming international passengers and crew totalling \$630,010 (GST incl) was paid to Universal McCann.	Yes in relation to the tobacco duty-free limit changes campaign. DoFD advised they considered the advertising campaign to be operational and therefore there was no requirement to have the advertising independently reviewed for compliance with Australian	N/A	N/A	Nil	The changes to the tobacco duty-free limit advertising campaign will continue until February 2013.

			Government guidelines.				
Australian Federal Police	\$68,183.02	<p><i>Campaign Advertising:</i></p> <ul style="list-style-type: none"> • \$36,214.22 was paid to Universal McCann for National Missing Persons Week Campaign <p><i>Non-Campaign Advertising:</i></p> <ul style="list-style-type: none"> • \$950 was paid to Australian Peacekeeper Magazine for the Peacekeeping Memorial subscription • \$15,803.12 was paid to AdCorp for recruitment advertisements for specialist High Tech Crime positions • \$4,700 was paid to AdCorp for recruitment advertisements for Aboriginal and Torres Strait Islander Cadet and Traineeship opportunities • \$9,731.68 was paid to AdCorp for recruitment advertisements • \$784 was paid to Paragon Printers for PSO Recruitment Brochures 	<p>Yes.</p> <p>The Department of Finance and Deregulation provided advice regarding the Missing Persons Week communications activity.</p>	No.	<p>Yes.</p> <p>All advertising undertaken to date in the 2012-13 financial year was conducted in accordance with the Guidelines.</p> <p>All were supported by appropriate bodies and have complied with the Guidelines.</p>	<p>There were no additional programs run by the AFP in 2012-13.</p>	<p>The AFP plans to undertake non-campaign recruitment advertising in January 2013 at a projected cost of \$50,000. This advertising will focus on sworn policing careers and will specifically target women and those from Culturally and Linguistically Diverse (CALD) communities.</p> <p>The AFP has also scheduled non-campaign recruitment advertising in February 2013 at a cost of \$14,371.78. This advertising will focus on recruiting applicants for the AFP Graduate Program.</p> <p>No other advertising is anticipated at this time.</p>

Australian Human Rights Commission	\$1,403 (Ex GST)	\$1,170 (Ex GST) was paid to the Attorney-General's Dept for non-campaign advertising \$225 (Ex GST) was paid to Seek Ltd for non-campaign advertising	No	No	Yes	N/A	N/A
Australian Institute of Criminology	\$239.25	Non-Campaign –Media Releases	No	No	N/A	Nil	None
Australian Law Reform Commission	Nil	N/A	N/A	N/A	N/A	N/A	N/A
Australian Security Intelligence Organisation	\$44,119	<i>Non-Campaign Advertising:</i> \$25,954 was paid to AdCorp on non-campaign advertising, which included advertisements for intelligence professionals and security officers. \$18,165 was paid to LinkedIn on non-campaign advertising, which included advertisements for intelligence professionals.	ASIO has not sought advice from the Department of Finance and Deregulation in relation to its advertising needs	No	ASIO's recruitment advertising, as listed, was placed in separate advertisements rather than being included within the Whole of Australian Government composite advertisements. ASIO's recruitment advertising complies with the waiver obtained in relation to the guidance provided in the Guidelines on Information and Advertising Campaigns by Australian	Nil	ASIO will continue to advertise its vacant positions for the remainder of the financial year along the same basis that is has to date. ASIO have no current plans to undertake campaign advertising.

					Government Departments and Agencies.		
CrimTrac	Nil	N/A	N/A	N/A	N/A	N/A	N/A
Family Court of Australia	The Court prepares a summary of advertising costs in accordance with the requirements for Annual Reports. This information is not readily available for the year to date and would require an unreasonable reallocation of resources. The Court's advertising costs comprise mainly payments for recruitment and tender notices.	All advertising undertaken by the Court is non-campaign	N/A	N/A	N/A	Nil	The Court will continue to advertise for vacant positions and tenders as required.
Federal Court of Australia	\$50,327	Non-Campaign	No	No	Yes	Advertising by the National Native Title Tribunal for notification of claims. \$50,327.	Further notification advertising by the National Native Title Tribunal.
Federal Magistrates Court	The Court prepares a summary of advertising	All advertising undertaken by the Court is non-campaign	N/A	N/A	N/A	Nil	The Court will continue to advertise for vacant positions and tenders as required.

	<p>costs in accordance with the requirements for Annual Reports. This information is not readily available for the year to date and would require an unreasonable reallocation of resources. The Court's advertising costs comprise mainly payments for recruitment and tender notices.</p>						
<p>National Native Title Tribunal</p>							<p>Please note: From 1 July 2012 the National Native Title Tribunal is no longer a Financial Management and Accountability Act 1997 Agency, and is funded to carry out its functions as a sub-program of the Federal Court of Australia's appropriation. For question one, please refer to the Federal Court's response</p>

Office of the Australian Information Commissioner	Nil	Nil	No	No	N/A	N/A	N/A
Office of the Director of Public Prosecutions	\$5,186.60	<p><i>Non-Campaign Advertising:</i></p> <p>\$793.00 (GST Inc) was paid to Adcorp Australia Limited for recruitment purposes.</p> <p>\$4,393.60 (GST Inc) was paid to Adcorp Australia Limited for substituted service orders</p>	No	No	Yes	N/A	Only recruitment advertising is planned to be undertaken.

2. Government Advertising in 2011-12 (1 July 2011 – 30 June 2012)

	a)	b)	c)	d)	e)	f)	g)
Attorney-General's Department	\$2,331,410 (GST incl).	<p>Non-campaign advertising: \$503,751 was paid to AdCorp.</p> <p>Campaign advertising:</p>	The Department of Finance and Deregulation provides secretariat support for the Independent	The Independent Communications Committee provided advice that the National Security and the Personal Property	National Security Campaign – yes. Personal Property Securities Campaign – yes.	There were no additional advertising campaigns by the Department in 2011-12.	<p>The Department has no planned additional advertising campaigns.</p> <p>Ongoing non-campaign advertising will be undertaken by the</p>

		<p>National Security Campaign - \$514,133 was paid to Universal McCann.</p> <p>Personal Property Securities Campaign - \$1,313,526 was paid to Universal McCann.</p>	<p>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.</p>	<p>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.</p>			<p>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.</p>
Australian Crime Commission	\$130,918.10	<p>Non- campaign Recruitment (Adcorp and APS Jobs)</p>	N/A	N/A	N/A	<p>There were no advertising campaigns by the ACC from 1 July 2011 – 30 June 2012.</p> <p>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 led a cross-agency communication program, as part of Task Force Galilee. This program aims to increase public</p>	<p>As above, the implementation of the Task Force Galilee communication strategy will continue over the next three months.</p>

						awareness and understanding of the threat of serious and organised investment fraud. There is no identified campaign aspect to this program.	
Australian Customs Border Protection Service	\$418,319 (GST incl)	Non-campaign advertising and promotional material totalling \$418,319 was paid to various suppliers including: AdCorp, Greenfrog Promotions, Adpro promotions and Chadwicks Model Agency P/L.	N/A	N/A	N/A	Nil.	Campaign advertising changes to the tobacco duty-free limit for incoming international passengers and crew in 2012-13.
Australian Federal Police	The total cost of all advertising for 2011-12 was \$286,808.04	<p><i>Campaign Advertising:</i></p> <ul style="list-style-type: none"> • \$206,189 was paid to Universal McCann for the AFP and ACT Policing sworn recruitment campaign • \$133 was paid to Free TV for distribution of a Community Service Announcement about using caution when interacting with social networking platforms. <p><i>Non-Campaign Advertising:</i></p> <ul style="list-style-type: none"> • \$1,900 was paid to Australian Peacekeeper 	<p>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.</p> <p>The Department</p>	No.	<p>Yes. All advertising undertaken in the 2011-12 financial year was conducted in accordance with the Guidelines.</p> <p>All were supported by appropriate bodies and have complied with the Guidelines.</p>	The AFP paid Colmar Brunton \$29,955 for research into National Missing Persons' Week communication activity.	

		<p>Magazine for the Peacekeeping Memorial subscription</p> <ul style="list-style-type: none"> • \$43,924.71 was paid to AdCorp for the recruitment advertisements for Protection in Northern Territory and advertisements for the Australian Bomb Data Centre Conference • \$770 was paid to the Australian Government Directory for the inclusion of AFP • \$33,391.33 was paid to AdCorp for recruitment advertisements 	was also consulted with during the development of the recruitment advertisements for Protection.				
Australian Human Rights Commission	\$311,007 (Ex GST)	<p><i>Non-Campaign Advertising:</i></p> <p>\$301,280 (Ex GST) was paid to Adcorp for non-campaign advertising</p> <p>\$3,770 (Ex GST) was paid to The Attorney Generals Dept for non-campaign advertising</p> <p>\$2,500 (Ex GST) was paid to The Fairfax Media for non-</p>	No	No	Yes	<p>Through the Cyber-bullying project the Commission has spent \$41,257 (Ex GST) and these services have been provided by the Edith Cowan University.</p> <p>Through the Something in common project the Commission has spent \$97,165 (Ex GST) and these services have been provided by two</p>	National Anti-Race Partnership Strategy

		<p>campaign advertising</p> <p>\$1,058 (Ex GST) was paid to The National indigenous times for non-campaign advertising</p>				<p>organisations as follows:</p> <p>1 - Digital Eskimo \$76,845 (Ex GST)</p> <p>2 – Cornerstore Media \$22,574 (Ex GST)</p>	
Australian Institute of Criminology	\$15,777.37	Non-Campaign – Media Releases, Employment Notices and Conference Promotion	No	No	N/A	Nil	None
Australian Law Reform Commission	Nil response	N/A	N/A	N/A	N/A	N/A	N/A
Australian Security Intelligence Organisation	\$398 635	<p><i>Non-Campaign Advertising:</i></p> <p>\$398 635 was paid to AdCorp on non-campaign advertising, which included advertisements for intelligence professionals, cleaners, lawyers, information technology officers and corporate roles.</p>	ASIO has not sought advice from the Department of Finance and Deregulation in relation to its advertising needs.	No	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's recruitment advertising complies with the waiver obtained in relation to the guidance provided	Nil	Refer to response provided in Table 1

					in the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies.		
CrimTrac	Nil	N/A	N/A	N/A	N/A	N/A	N/A
Family Court of Australia	Per Appendix 5 on page 215 of the Courts Annual Report, the cost for advertising in 2011-12 was \$23,298. The Court's advertising costs comprise mainly payments for recruitment and tender notices.	All advertising undertaken by the Court is non-campaign	N/A	N/A	N/A	Nil	The Court will continue to advertise for vacant positions and tenders as required
Federal Court	\$13,117	Non-Campaign	No.	No.	Yes.	Advertising by the Australian Competition Tribunal. \$13,117 paid to Nationwide News.	Nil
Federal Magistrates Court	Per Appendix D on page 172 of the Courts Annual	All advertising undertaken by the Court is non-campaign	N/A	N/A	N/A	Nil	No input provided

	Report, the cost for advertising in 2011-12 was \$10,100. The Court's advertising costs comprise mainly payments for recruitment and tender notices.						
National Native Title Tribunal	\$281,530	<i>Non-campaign</i> (\$242,052) <i>Staff recruitment</i> (\$39,478)		No	The NNTT's advertising is non-campaign , accordingly compliance with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies (March 2010) is not applicable	N/A	
Office of the Australian Information Commissioner	\$6334 (Incl GST)	<i>Non-Campaign Advertising:</i> \$710 (Incl GST) was paid to Seek Limited for non-campaign advertising \$1,231 (Incl GST) was	No	No	Yes		

		<p>paid to The PS News P/L for non-campaign advertising</p> <p>\$2,750 (Incl GST) was paid to The Fairfax media for non-campaign advertising</p> <p>\$1,644 (Incl GST) was paid to The Australian Public Service Commission for non-campaign advertising</p>					
Office of the Director of Public Prosecutions	\$36,026.30	<p><i>Non-Campaign Advertising:</i></p> <p>\$32,619.67 (GST Inc) was paid to Adcorp Australia Limited for recruitment purposes.</p> <p>\$3,406.71 (GST Inc) was paid to Adcorp Australia Limited for substituted service orders</p>	No	No	Yes	N/A.	Only recruitment advertising is planned to be undertaken.