

QUESTION TAKEN ON NOTICE

SUPPLEMENTARY BUDGET ESTIMATES HEARING: 15 October 2012

IMMIGRATION AND CITIZENSHIP PORTFOLIO

(SE12/0095) PROGRAM – Internal Product

Senator Humphries (written) asked:

Portfolio wide - In 2011-12 and this financial year to date: What was the total cost of all advertising? Is this 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. 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.

Answer:

The total spend on advertising services undertaken from 1 July 2011 to 30 June 2012 was \$559 644.81 GST exclusive as provided by Universal McCann (a division of Mediabrands Australia Pty Ltd) and Adcorp Australia Ltd. From the 1 July 2012 until this financial year to date 2 November 2012, the department has spent \$31, 211.03 GST exclusive on advertising provided by Adcorp Australia Ltd.

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.

MRT-RRT:

Answer:

In the financial year 2011–12 the MRT-RRT did not incur any expenses related to campaign and non-campaign advertising.