

**Response to questions on notice
from the Department of Finance and Deregulation
Joint Committee of Public Accounts and Audit
Role of the Auditor General in scrutinising government advertising
Wednesday, 26 October 2009**

Question reference number: PA 20

Type of Question: Question on Notice

Number of Pages: 1

Mrs Bishop asked:

Departments will come to you to get guidance, in Ms Palmer's words, about whether or not they are complying. I asked: where are the guidelines? What is the nature of the guidelines that you follow to give that guidance, and are they in writing? If not, why not? And if they are, can we have a copy please?

Answer:

The *Guidelines on Campaign Advertising by Australian Government Departments and Agencies* publication sets out the principles applying to Australian Government departments and agencies undertaking information and advertising campaigns. It is available on the Department of Finance and Deregulation (Finance) website at www.finance.gov.au.

The *Business Planning Processes for Campaign Information and Advertising Activities* publication details the processes involved in campaign development. It is also available on the Finance website at www.finance.gov.au.

Copies of both publications have been attached for the Committee's information.

Joint Committee of Public Accounts and Audit
Role of the Auditor-General in scrutinising government advertising
Monday, 26 October 2009

Question reference number: PA 36

Type of Question: Question on Notice

Number of Pages: 1

Mrs Bishop asked:

Are the people who are going to be censoring members' and senators' communications coming out of your Communications Advice Branch or are they in a different branch of Finance?

Answer:

The Department of Finance and Deregulation (Finance) has been asked to provide a vetting service for material Senators and Members propose to produce using the printing and communications entitlement, to ensure the material complies with the legislation. Senators and Members can choose to submit their material to the Department prior to printing for advice on whether it complies with the printing and communications entitlement. This function is being performed within Ministerial and Parliamentary Services – the Division which administers Parliamentarians' entitlements.

Joint Committee of Public Accounts and Audit
Role of the Auditor General in scrutinising government advertising
Wednesday, 26 October 2009

Question reference number: PA 45–46

Type of Question: Question on Notice

Number of Pages: 1

Ms Grierson and Mr Georgiou asked the following:

Ms GRIERSON—Mr Grant, would you run that 7.5 per cent across the four campaigns we looked at today? ... The four campaigns that are part of our inquiry ... And see whether that 7.5 per cent spend is happening—

Mr GEORGIU—Would you run it across all the campaigns, please?

Ms GRIERSON—All the campaigns? How many have there been now?

Mr GEORGIU—Don't know, don't care.

Ms GRIERSON—I know that. That is fine.

Answer:

Under the previous government, at least 7.5 per cent of the campaign budget allocated to newspaper advertising was devoted to non-English newspapers. Similarly, at least 7.5 per cent of the campaign budget allocated to radio advertising was devoted to non-English radio.

The expenditure across 30 campaigns undertaken since the introduction of the Guidelines on Campaign Advertising on 19 June 2008 by agencies subject to the *Financial Management and Accountability Act 1997* was \$1.6 million (ex. GST) on NESB press and \$2.0 million (ex. GST) on NESB radio.

This amounted to 7.2 per cent and 8.4 per cent of the total expenditure in these respective media.