

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
FAMILIES, HOUSING, COMMUNITY SERVICES AND
INDIGENOUS AFFAIRS PORTFOLIO
2011-12 Additional Estimates Hearings

Outcome Number: Cross

Question No: 26

Topic: Government Advertising

Hansard Page: Written

Senator McKenzie asked:

What was the total cost of all advertising for 2007-08, 2008-09, 2009-10 and 2010-11?

For each of those years, list whether the advertising is campaign or non-campaign and details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services.

Did the Department of Finance and Deregulation provide 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 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:

All campaign advertising is publicly reported in *Biannual Reports on Campaign Advertising by Australian Government Departments and Agencies*.

Further information is available in the Department's annual reports.

Total expenditure on non-campaign advertising (GST exclusive) is as follows:

2007-08	\$7,754,171
2008-09	\$12,087,337
2009-10	\$12,477,981
2010-11	\$2,095,438