

Senate Community Affairs Legislation Committee

ADDITIONAL BUDGET ESTIMATES - 14 FEBRUARY 2013 ANSWER TO QUESTION ON NOTICE

Human Services Portfolio

Topic: Advertising

Question reference number: HS 35

Senator: Boyce

Type of question: Written

Date set by the committee for the return of answer: 5 April 2013

Number of pages: 2

Question:

- 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?

Answer:

- a) \$5,665,649 to 31 December 2012. This includes \$4,358,933 for White Pages advertising.
- b) All expenditure is non-campaign advertising. This expenditure includes all non-campaign print, radio and internet advertising in areas such as recruitment, public notices, tenders and other services provided by the Department. This advertising is placed through Adcorp. Other advertising includes items such as White Pages advertising, SBS and Google.
- c) No. All advertising is non-campaign.

- d) No. All advertising is non-campaign.
- e) Not applicable. All advertising is non-campaign.
- f) Not applicable.
- g) The Department of Human Services is not undertaking campaign advertising in 2012-13. The Department expects to continue non-campaign advertising in 2012-13 to support a range of programs, including: White Pages; recruitment; tenders; office relocations and co-locations; information to providers in industry publications; mobile office route information; and Financial Information Seminars.