

Senate Community Affairs Legislation Committee

SUPPLEMENTARY BUDGET ESTIMATES - 20 OCTOBER 2011 ANSWER TO QUESTION ON NOTICE

Department of Human Services

Topic: Government Advertising

Question reference number: HSW 10

Senator: McKenzie

Type of question: Written

Date set by the committee for the return of answer: 9 December 2011

Number of pages: 2

Question:

- a) What advertising – Campaign and Non-Campaign – did the Department/Agency undertaken in 2011-12? Provide details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services.
- b) Did the Department of Finance and Deregulation provide any advice about the advertising? Provide details of each advertising item.
- c) Did the Advertising comply with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies (March 2010)? Provide the details for each advertising item.
- d) Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
- e) What advertising – Campaign and Non-Campaign –and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answer:

- a) The Department of Human Services has undertaken non-campaign advertising in 2011-12 to support the following programs:
 - mobile office route information;
 - Financial Information Seminars;
 - office relocations and co-locations; and
 - local advertising to support the ongoing delivery of business-as-usual services (including recruitment).

The total cost of these advertising activities in 2011-12 is approximately \$400,000 at 30 September 2011.

Media bookings have been facilitated through Adcorp, the Australian Government's contracted non-campaign master media agency. Graphic design has been undertaken in-house.

The Department of Human Services has not undertaken any campaign advertising in 2011-12.

- b) Yes. The Department of Finance and Deregulation has advised that each of these advertising activities is non-campaign.
- c) Yes.
- d) There were no other communication activities.
- e) Ongoing non-campaign advertising to support business-as-usual service delivery, as listed in (a).