

Senate Community Affairs Legislation Committee

SUPPLEMENTARY ESTIMATES - 18 OCTOBER 2012 ANSWER TO QUESTION ON NOTICE

Human Services Portfolio

Topic: Government Advertising 2011-12

Question reference number: HS 79

Senator: Boyce

Type of question: Written question

Date set by the committee for the return of answer: 7 December 2012

Number of pages: 1

Question:

- a) What was the total cost of all advertising for 2011-12?
- 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.

Answer:

- a) \$7,780,267.
- 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, 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.