

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Budget Estimates

29 May – 31 May 2012

Question: BET 573-579

Topic: Government Advertising (IGT)
Hansard Page: Written (Received from Committee 13 June 2012)

Senator Bushby asked:

573. What was the total cost of all advertising for the financial year to date?
574. Is the advertising campaign or non-campaign advertising? Provide details of each advertising, including the program, what the advertising was for, the total spend and the business that provided the advertising services.
575. Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.
576. Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.
577. 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.
578. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
579. What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answer:

573. As at 31 May 2012, \$25,825 (GST inc).
574. All responses relate to non-campaign advertising as at 31 May 2012 for the Inspector-General of Taxation (IGT) program.
- * \$16,344 (GST inc) advertising seeking public stakeholder submissions for IGT reviews through Adcorp.
- * \$9,481 (GST inc) advertising for employment positions through Adcorp and APS Jobs.
- 575.-578. Not applicable.
579. Only non-campaign advertising, directly relating to agency business – for example, public consultation on the work program or recruitment as required.