

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Budget Estimates

29 May – 31 May 2012

Question: BET 594-600

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

Senator Bushby asked:

594. What was the total cost of all advertising for the financial year to date?
595. 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.
596. Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.
597. Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.
598. 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.
599. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
600. What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answer:

594. The total cost of advertising including development and placement of advertisements during the period from 1 July 2011 to 31 May 2012 was \$161,857.
595. The table below gives details of advertising expenditure.

	\$
Campaign Advertising - Promotion of Government Securities	
Vinten Browning	17,281
Bytes 'n Colours	1,445
Mediabrand Australia Pty Ltd	108,994
Non -campaign Advertising - Recruitment	
Adcorp Australia Limited	33,033
Other	1,104
TOTAL	161,857

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- 596. No.
- 597. No.
- 598. All advertising conducted by the AOFM is in accordance with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies.
- 599. None to report.
- 600. The AOFM currently has no firm plans to undertake further campaign advertising. Non-campaign advertising such as for job vacancies will be conducted where appropriate in the circumstances.