

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
BUDGET ESTIMATES 2014-15

Finance Portfolio

Department/Agency: Finance

Outcome/Program: 1/1.1

Topic: Liaising with agencies on Government Advertising

Senator: Wong

Question reference number: F62

Type of question: Hansard, F&PA Committee, Page 68, 29 May 2014

Date set by the committee for the return of answer: Friday, 11 July 2014

Number of pages: 1

Question:

Senator WONG: Mr Grant or Dr Helgeby, do you track your list of requests from departments?

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Dr Helgeby: Senator, we work with agencies on a range of advertising related issues, including how to use the media, what is appropriate, research and these sorts of things.

Senator WONG: Can you tell me which agencies you are currently doing that with?

Ms Van Veen: We will probably have to take that on notice.

Senator WONG: Can we do it a different way? I cannot recall how many people are in this branch, but presumably the two of you—not you, Dr Helgeby; hopefully, you are doing a range of other things as well—would be the ones that would liaise with portfolio departments about pending advertising campaigns. Is that right?

Ms Van Veen: Yes.

Senator WONG: Generally—

Senator Ronaldson: The department said they will take your questions on notice.

Answer:

Records are maintained of formal requests made and advice provided related to government information and advertising campaigns on a regular basis. These requests commonly relate to clarifying the Government's Short-term Interim Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies, assisting with procurement of communication suppliers, advising on communications-related market research and explaining branding and authorisation requirements for information and advertising activities.

The most frequent contact is with the larger departments or those that undertake regular information and advertising campaigns such as Defence, Health, Social Services, Communications and the Australian Taxation Office.