

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

Prime Minister and Cabinet Portfolio

Department/Agency: Australian National Audit Office

Outcome/Program:

Topic: Advertising

Senator: Wong

Question reference number: 380

Type of question: Written

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

Number of pages: 1

Question:

1. What is the total cost (GST inclusive) of campaign advertising since 11 February 2014?
2. What additional campaign advertising is planned?
3. What is the estimated cost (GST inclusive) of planned campaign advertising?
4. What is the total cost (GST inclusive) of non-campaign advertising since 11 February 2014?
5. What additional non-campaign advertising is planned?
6. What is the estimated cost (GST inclusive) of planned non-campaign advertising?

Answer:

- Q1. The ANAO has undertaken no campaign advertising since 11 February 2014.
- Q2. The ANAO does not plan to undertake any campaign advertising in the future.
- Q3. Refer response to Question 3.
- Q4. The only advertising undertaken by the ANAO related to graduate recruitment. Advertising expenditure for the period 1 February - 31 May 2014 was \$3,237. All recruitment activity has been placed through the Media Placement Agency (Adcorp) in line with the Department of Finance Guidelines on Non-Campaign Recruitment Advertising.
- Q5. The ANAO has no plans to undertake non-campaign advertising.
- Q6. Refer response to Question 5.