

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
BUDGET ESTIMATES 2015-16

Finance Portfolio
27-28 May 2015

Department/Agency: Department of Finance

Outcome/Program: 2/2.5

Topic: Short-term Interim Guidelines on Information and Advertising Campaigns

Senator: Ludwig

Question reference number: F59

Type of question: Hansard, F&PA Committee, Page 69, 28 May 2015

Date set by the committee for the return of answer: Friday, 10 July 2015

Number of pages: 1

Question:

Senator LUDWIG: So will the *Intergenerational report* be the seventh?

Mr Smyth: I would have to check exactly when that one was initiated. I think it was initiated back in December, but I would have to check. I think it was, and it was finalised after the new guidelines. But it actually—

Senator LUDWIG: It was initiated prior to—

Mr Smyth: It was prior to 1 February.

Senator LUDWIG: Yes. So your rule was that anything initiated prior to 1 February would finish in with the interim guidelines?

Senator Ronaldson: Anything that was started under the interim guidelines would be finished under the interim guidelines.

Senator LUDWIG: Anything started after 1 February would be finalised from there. And you can take on notice just the dates the executives sent the letter and the date the minister approved those campaigns as well. Thanks.

Answer:

A total of six campaigns that launched after 1 February 2015 were finalised under the *Short-term Interim Guidelines on Information and Advertising Campaigns*:

- MoneySmart (Australian Securities and Investments Commission);
- Defence Force Recruiting – Women (Department of Defence);
- BreastScreen Australia (Department of Health);
- National Bowel Cancer Screening Program campaign (Department of Health);
- No Way – Onshore (Department of Immigration and Border Protection); and
- Intergenerational Report (Phase 1) (Department of the Treasury).

All of those campaigns were subject to Government approval prior to launch.