

**Senate Finance and Public Administration Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**  
**BUDGET ESTIMATES 2016-17**

Finance Portfolio  
5 May 2016

**Department/Agency:** Department of Finance

**Outcome/Program:** 2/2.5

**Topic:** Government advertising – provision of advice from Finance

**Senator:** Wong

**Question reference number:** F14

**Type of question:** Hansard Proof, F&PA Committee, Pages 59-60, 5 May 2016

**Date set by the Senate for the return of answer:** Wednesday, 14 September 2016

**Number of pages:** 1

**Question:**

**Ms Van Veen:** We provide communications advice with respect to advertising research that has been provided supporting the creative materials in terms of whether the research is supporting the materials going forward and whether the campaign is a sound one.

**Senator WONG:** Can I put something to you and can you tell me if it is a fair summation of your role? You look at what the agency is proposing to do and whether that is a sound use of public funds, given the research and given the communications objectives.

**Ms Van Veen:** Correct. Could just add something to your earlier point? You mentioned consistency with respect to the guidelines. We do not provide advice on that because that is the role of the Independent Communications Committee because they provide the compliance advice.

**Senator WONG:** Their assessment is supposed to occur prior to the subcommittee of cabinet considering it?

**Ms Van Veen:** That is right.

...

**Senator WONG:** In answer to Senator McAllister you said there were 18 campaigns above the \$250,000 threshold on foot. In addition to those, for how many others have you provided the sort of advice you described?

**Mr Smyth:** Can I take that on notice?

...

**Senator WONG:** You do not know how many you have provided to, in addition to the 18?

**Mr Smyth:** In terms of over \$250,000, I could certainly take that on notice and get back to you as quickly as possible.

**Senator WONG:** I would appreciate that.

**Answer:**

From 1 January 2016 to 5 May 2016, the Department of Finance provided communications advice on the 15 campaigns that launched during that period.