

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates

15 – 17 February 2012

Question No: AET 1044 - 1049

Topic: Productivity Commission Government Advertising

Hansard Page: Written

Senator Bushy asked:

1044. What was the total cost of all advertising for 2007-08, 2008-09, 2009-10 and 2010-11?

1045. For each of those years, list whether the advertising is campaign or non –campaign and details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services.

Provide details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services.

1046. Did the Department of Finance and Deregulation provide any advice about the advertising? Provide details of each advertising item.

1047. 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.

1048. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.

1049. What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answer:

1044. The Productivity Commission publishes information on advertising undertaken in its Annual Reports.

1045. The Commission does not undertake ‘advertising campaigns’. The Commission advertises its government-commissioned inquiries and studies so that any individual, firm or organisation with an interest has an opportunity to present their views. The Commission also undertakes

advertising for recruitment purposes. To attempt to provide a greater level of detail would involve an unreasonable diversion of agency resources.

1046. No.

1047. Not applicable.

1048. Not applicable

1049. The Commission will continue to advertise inquiries and studies when they are commissioned by Government. Recruitment advertising will be undertaken as required.