

**Senate Finance and Public Administration Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**  
**ADDITIONAL BUDGET ESTIMATES 2011-2012**

Finance and Deregulation Portfolio

**Department/Agency:** Department of Finance and Deregulation

**Outcome/Program:** 2 / 2.1

**Topic:** Campaign Advertising

**Senator:** Ryan

**Question reference number:** F21

**Type of question:** Written

**Date set by the committee for the return of answer:** Friday, 30 March 2012

**Number of pages:** 1

**Question:**

- a) The recent Auditor-General report said that there would be benefit in Finance reviewing some aspects of its strategy for supporting agencies, and enhancing its reports to Parliament on the campaign advertising framework. Can you explain how you will be doing this?
- b) The Department of Climate Change and Energy Efficiency will review its campaign certification processes. Will Finance have a role in this?
- c) The audit said that there would be merit in Finance providing further specific advice to agencies on the implications of the Financial Management and Accountability Act (FMA Act) amendments to campaign advertising. Will Finance be doing this? If so, how will this advice be provided?

**Answer:**

- a) The Department of Finance and Deregulation (Finance) accepted the three audit recommendations relating to its role in the administration of the campaign advertising framework and the support it provides to agencies. Among other things, Finance has taken up the ANAO's recommendation to amend the campaign certification template used by agency heads, and is developing a detailed planning and process guide to assist departments and agencies undertaking advertising campaigns.
- b) This is a matter for the Department of Climate Change and Energy Efficiency.
- c) Yes. As outlined on page 77 of the audit report, *Administration of Government Advertising Arrangements: March 2010 to August 2011*, Finance will develop formal guidance on FMA Act requirements in the context of developing advertising campaigns.