

Question 11 Department of the Senate – Senator Ryan

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

Total Cost

Year	Amount
2007-8	235,976
2008-9	275,265
2009-10	321,544
2010-11	252,832

- (b) 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.

The department does not place campaign advertising. Details of non-campaign advertising are as follows:

Year	Category	Serv. Provider	Cost
2007-08	Senate committee activities	HMA Blaze Pty Ltd	201,331
	Recruitment	HMA Blaze Pty Ltd	25,552
	Public notices/Gazettals	HMA Blaze Pty Ltd/Attorney General's Department	9,093
2008-09	Senate committee activities	HMA Blaze Pty Ltd	251,745
	Recruitment	HMA Blaze Pty Ltd	16,343
	Public notices/Gazettals	HMA Blaze Pty Ltd/Attorney General's Department	7,176
2009-10	Senate committee activities	ADCORP Australia Ltd/HMA Blaze Pty Ltd	291,673
	Recruitment	ADCORP Australia Ltd	19,811
	Public notices/Gazettals	ADCORP Australia Ltd/Attorney General's Department	10,060
2010-11	Senate committee activities	ADCORP Australia Ltd	227,479
	Recruitment	ADCORP Australia Ltd	7,989
	Public notices/Gazettals	ADCORP Australia Ltd/Attorney General's Department	17,364

- (c) Did the Department of Finance and Deregulation provide any advice about the advertising? Provide details of each advertising item.**

Not applicable

- (d) 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?**

Not applicable

- (e) Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.**

Nil

- (f) What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?**

The department will continue to undertake limited non-campaign advertising principally to raise awareness of committee activities. This expenditure is under review and will probably be reduced.