

Senate Finance and Public Administration Legislation Committee —Additional Estimates Hearing—February 2012

Answers to Questions on Notice

Parliamentary departments, Department of Parliamentary Services

Topic: **Government Advertising**

Question: **69**

Written **Senator Ryan**

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

1. What was the total cost of all advertising for 2007-08, 2008-09, 2009-10 and 2010-11?
2. 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.
3. Did the Department of Finance and Deregulation provide any advice about the advertising? Provide details of each advertising item.
4. Did the Advertising comply with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies? Provide the details of each advertising item.
5. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication service.
6. What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answer

1. DPS has no role in Government advertising programs; however, DPS does undertake non-campaign advertising for recruitment and tourism/marketing advertising. The total cost of advertising for DPS in the previous four years is:

2007–08	2008–09	2009–10	2010–11
\$133,052	\$62,495	\$47,574	\$44,377

2. Details of non-campaign advertising for recruitment and tourism advertising:

Recruitment Advertising	2007-08	2008-09	2009-10	2010-11
By Vendor				
Adcorp Australia Pty Ltd	-	-	35,477	27,380
Attorney-General's Dept	520	-	-	-
Aust Human Resources Institute	-	-	-	125
Career Mums Pty Ltd	-	-	-	85
CBT Corp Pty Ltd	-	-	-	163
Economic Society of Australia	-	-	-	380
Fairfax Media Management Pty L	-	-	-	346
Hallmark Editions	-	-	-	250
HMA Blaze	124,109	48,593	-	-
Jobsjobsjobs Pty Ltd	-	-	-	140
Key Media Pty Ltd	-	-	-	114
Museums Australia	-	86	-	-
Seek Limited	165	-	125	-
Sportspeople	-	-	88	-
	124,794	48,680	35,690	28,983

Tourism Advertising	2007-08	2008-09	2009-10	2010-11
By Vendor				
Adcorp Australia Pty Ltd	-	-	4,643	-
Australasian Performing Right Association	-	-	206	-
Canberra Convention Bureau	-	995	3,400	3,545
Canberra Times	2,423	3,509	-	-
Cartoscope P/L		2,273	-	-
Datatrax Pty Ltd	660	880	1,100	438
Dept of Territory & Municipal		1,364	-	-
Earlybird Marketing and Events	-	-	-	6,884
Hardie Grant Magazines Pty Ltd	1,545	-	-	-
HMA Blaze Pty Ltd	791	-	-	-
Lear Marketing	995	995	1,200	1,400
Museums Australia	-	-	-	-
National Capital Attractions Association	-	-	-	400
National Capital Educational Tourism Project	1,364	773	818	1,727
National Folk Festival Ltd		241	-	-
Regional Publishers	-	2,582	516	-
Signature Media	-	-	-	1,000
TW Media Pty Ltd	-	205	-	-
Zoo Communications Pty Ltd	480	-	-	-
	8,258	13,815	11,884	15,394

3. No.
4. Not applicable.
5. DPS communication programs are limited to:
 - a) advice to building occupants, generally via electronic circulars;
 - b) advice to visitors, including the guide service and hand-out publications;
 - c) advice to staff via the intranet and fortnightly *DPS Dispatch* internal newsletter; and
 - d) maintaining and upgrading the APH website, in conjunction with the Chamber departments.
6. DPS is planning to continue with non-campaign advertising along the lines of reported expenditure above.