

Senate Finance and Public Administration Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Additional Estimates 13-16 Feb 2012

Prime Minister and Cabinet Portfolio

Department/Agency: Department of the Prime Minister and Cabinet

Outcome/Program: 1.1.4 Support Services for Government Operations

Topic: Government Advertising

Senator: Senator Ryan

Question reference number: 87

Type of Question: Written

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

Number of pages: 2

Question:

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 for 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 services.
6. What advertising "Campaign and Non-Campaign" and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answer:

1. Information relating to advertising costs for 2007-08, 2008-09, 2009-10 and 2010-11 are provided in the department's Annual Reports for those years.
2. Refer to Answer 1 above.
3. No, the Department of Finance and Deregulation did not provide any advice about advertising.

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4. All advertising complied with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*.
5. There were two instances of communications-related expenditure to facilitate consultation for the Cyber White Paper during the period 1 July 2011 to 31 January 2012. Details of the expenditure are as follows:

Zoo Advertising Pty Ltd	Cyber White Paper – Communications Strategy and Design	\$22,125
OPC IT Pty Limited	Cyber White Paper – Website Development	\$7,744
Total		\$29,869

6. The department does not have any advertising planned for the Cyber White Paper.