

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

Prime Minister and Cabinet Portfolio

Department/Agency: Australian Public Service Commission
Outcome/Program: Cross Portfolio
Topic: Government Advertising

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

Questions:

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. The total cost of all advertising for the financial years from 2007-08 to 2010-11 inclusive of GST are:
2007-08 \$187,717
2008-09 \$190,146
2009-10 \$393,657
2010-11 \$375,105
2. No campaign advertising was undertaken by the Australian Public Service Commission (APSC) in 2007-08, 2008-09, 2009-10 and 2010-11. Advertising was undertaken to promote development programs, to notify tender and employment opportunities, as well as to recruit Indigenous employees for the APS as a whole. The APSC does not record advertising data in a way that would readily allow answers to

be provided to these questions. To attempt to provide this level of detail would involve an unreasonable diversion of APSC resources.

3. No
4. Yes. Consistent with the guidelines for non-campaign advertising, the APSC place non-campaign advertising through the Central Advertising System. A recent audit of non-campaign advertising has identified some lower level instances where a total of \$4,524 (GST inclusive) in the current financial year has been paid by credit card for events advertising in the PS News. APSC employees have been reminded of the requirements set out in the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*.
5. The APSC has no other communications programs.
6. The APSC will continue to advertise its development programs and to notify tender and employment opportunities as they arise.