

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

**Prime Minister and Cabinet Portfolio**

**Department/Agency:** Office of National Assessments  
**Outcome/Program:** 1  
**Topic:** Government Advertising

**Senator:** Ryan  
**Question reference number:** 87  
**Type of question:** Written  
**Date set by the committee for the return of answer:** Friday, 30 March 2012

**Number of pages:** 1

**Question:**

What was the total cost of all advertising for 2007-08, 2008-09, 2009-10 and 2010-11?  
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.  
Did the Department of Finance and Deregulation provide any advice about the advertising? Provide details of each advertising item.  
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.  
Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.  
What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

**Answer:**

The Office of National Assessments total cost for all advertising is as follows, demonstrating significant savings since the introduction of WOAG contracting:

2007-08	\$172,740.35 - Non-campaign (HMA Blaze)
2008-09	\$146,085.78 - Non-campaign (HMA Blaze)
2009-10	\$ 75,627.32 - Non-campaign (Adcorp)
2010-11	\$ 19,706.48 - Non-campaign (Adcorp)

The only advertising ONA engages in is in relation to recruitment. This advertising complied with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies. No communication program or other advertising (campaign or non-campaign) was conducted.