

Senate Finance and Public Administration Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Additional Estimates 11-14 February 2013

Prime Minister and Cabinet Portfolio

Department/Agency: Office of National Assessments

Outcome/Program: 1

Topic: Advertising

Senator: Senator Ryan

Question reference number: 50

Type of Question: Written

Date set by the committee for the return of answer: 2 April 2013

Number of pages: 2

Question:

What was the total cost of all advertising for the financial year to date?

ONA Response:

FYTD \$12,946

Question:

Is the advertising campaign or non-campaign advertising? Provide details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services.

ONA Response:

Non-campaign advertising.

Question:

Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.

ONA Response:

Non-Campaign Recruitment Advertising Policy Handbook has been received from the Department of Finance and Deregulation

Question:

Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.

ONA Response:

No

Senate Finance and Public Administration Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Additional Estimates 11-14 February 2013

Prime Minister and Cabinet Portfolio

Question:

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.

ONA Response:

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.

Question:

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

ONA Response:

N/A

Question:

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

ONA Response:

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.