

Senate Finance and Public Administration Legislation Committee
Additional Estimates - February 2013
ANSWER TO QUESTIONS ON NOTICE

Prime Minister and Cabinet portfolio

Department/Agency: Office of the Official Secretary to the Governor-General

Program 1: Support for the Governor-General and Official Activities

Outcome 1: The performance of the Governor-General's role is facilitated through the organisation and management of official duties, management and maintenance of the official household and property and administration of the Australian Honours and Awards system.

Topic: Advertising

Senator: Ryan

Question reference number: QoN 50

Type of Question: Written

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

Number of Pages: 2

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

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.

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

Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided 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:

Total cost of advertising for this FYTD (as at 31 January 2013) is Nil.

N/A.

N/A.

N/A.

N/A.

N/A.

Recruitment advertising as required.