

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
ADDITIONAL ESTIMATES 2013–14

Finance Portfolio

Department/Agency: Department of Finance

Outcome/Program: 1/1.1

Topic: Advertising

Senator: Wong

Question reference number: F174

Type of question: Written

Date set by the committee for the return of answer: Friday, 11 April 2014

Number of pages: 1

Question:

1. Can you provide specific details on all the elements that have changed in the guidelines relating to information and advertising campaigns?
2. Can you describe the specific role of the Independent Communications Committee prior to the change to the guidelines?
3. Who made the decision to remove the Independent Communications Committee from the review process?
4. Given the Independent Communications Committee no longer has a role in the review process, has the Committee been disbanded?
5. If not, why not?

Answer:

As at 31 January 2014:

1. In November 2013, the *Short-Term Interim Guidelines on Information and Advertising Campaigns* were published and distributed to departments and agencies, replacing the *Guidelines on Information and Advertising Campaigns* from March 2010. The new Guidelines retain the scope, advertising definitions and five core principles of the previous Guidelines. In order to streamline the new Guidelines and ensure consistency with the interim governance arrangements, references to the previous governance arrangements, including review by the Independent Communications Committee (ICC), were removed.
2. The ICC was responsible for providing independent views or advice to the Chief Executive of agencies conducting or proposing to conduct advertising campaigns where expenditure was expected to be more than \$250,000.
3. The Special Minister of State was responsible for the introduction of the short-term interim governance arrangements for government advertising.
4. – 5) The ICC is in abeyance, pending the establishment of longer-term governance arrangements.