

Senate Standing Committee on Finance and Public Administration

ANSWERS TO QUESTIONS ON NOTICE

Prime Minister and Cabinet Portfolio

Department of the Prime Minister and Cabinet

Budget Estimates Hearing 26 May - 27 May 2008



Question: PM130

Outcome 1, Output 5.8

Topic: Managing the agency tender, selection and appointment process for Government advertising

Hansard Page: Written Question

Senator Ronaldson asked: What structure and I am after a specific process from start to finish, has the Government put in place to manage the agency tender, selection and appointment process for Government advertising or information campaigns?

Answer: On 2 July 2008, the Government announced new Guidelines on Campaign Advertising by Australian Government Departments and Agencies. The Guidelines apply to all *Financial Management and Accountability Act 1997* departments and agencies. The Guidelines are available at:
http://www.finance.gov.au/Advertising/docs/guidelines_on_campaign_advertising.pdf.

The *Commonwealth Procurement Guidelines* apply to procurement processes for the selection and appointment of consultants for Government advertising or information campaigns. Paragraph 22 of the Guidelines states that: "Existing procurement policies and procedures for the tendering and commissioning of services and the employment of consultants should be followed."

Departments and agencies are responsible for campaign development, consistent with normal financial management processes. The Department of Finance and Deregulation has a coordination role in relation to the procurement of consultants for Government advertising or information campaigns including managing the two master media contracts and the multi-use list of communications consultants.