

PM62: Government Advertising – Director Finance [with Director Communications & Programs]

- a) What communications programs has the Department/Agency undertaken since additional estimates and what communications programs are planned to be undertaken?
- b) For each program, what is the total spend?
- c) A breakdown of how much was spent/is planned to be spent on each program/initiative should be provided.

(by 'communications program' it is meant communication of a government message to the public – possibly by advertising (print, television etc), possibly through the erection of signs, plaques etc, or through other mediums. The recent (current) Government TV advertising campaign on health reform and specific health initiatives are examples, BER signage is an example, advertising on the Government's proposed new tax system would be another example.)

In preparing a response, agencies may wish to note that information in relation to campaign advertising is published biannually by the Department of Finance and Deregulation. The Full Year report covers the full financial year and provides data on both direct media placement expenditure and associated indirect campaign advertising expenditure. It also reports on the campaign advertising framework. The Half Year Report covers the first half of the financial year and only reports media placement expenditure. Both reports cover campaigns with expenditure in excess of \$250,000 by department and agencies subject to the Financial Management and Accountability Act 1997. It will be a matter for individual agencies to determine what information can be provided based on the time and effort required to collect, collate, validate and clear the information.

The Archives' response:

- a) The National Archives of Australia has not conducted nor plans to conduct any campaign advertising in relation to government messages to the public, however, the Archives does have ongoing responsibility for promoting awareness of the National Archives' collection through appropriate communication channels.
- b) Not applicable.
- c) Not applicable.