

Senate Finance and Public Administration Standing Committee
ANSWERS TO QUESTIONS ON NOTICE
Budget Estimates 2010–11

Portfolio: Prime Minister and Cabinet

Department/Agency: Office of the Privacy Commissioner

Topic: Senate questions on Budget Estimates hearings

Senator: Barnett

Question reference number: PM 62

Type of question: Written

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PM 62 – Government Advertising – All Departments and Agencies – Senator Barnett

- 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?**

By ‘communications program’ it is meant communication of a government message to the public – possibly by advertising (print, television etc), possibly by erection of signs, plaques etc or through other mediums. The recent (current) Government television 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.

- c) **A breakdown of how much was spent / is planned to be spent on each program initiative should be provided.**

Answer

- a) The Office has not undertaken any communications programs to communicate a government message to the public since Additional Estimates. The Office has no plans to undertake any such programs.
- b) Not applicable
- c) Not applicable