

**Senate Finance and Public Administration Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**  
**BUDGET ESTIMATES 2011-2012**

**Prime Minister and Cabinet Portfolio**

**Department/Agency: Department of the Prime Minister and Cabinet**  
**Outcome/Program: 1.1 – Prime Minister and Cabinet**  
**Topic: Government Advertising**

**Senator: Fifield**

**Question reference number: 130**

**Type of question: Written**

**Date set by the committee for the return of answer: 8 July 2011**

**Number of pages: 2**

**Question:**

- 1. What communications programs has the Department/Agency undertaken, or are planning to undertake?**
- 2. For each program, what is the total spend?**

**Answer:**

The programs undertaken from 1 July 2010 to 24 May 2011 and planned this financial year are set out in the attached table.

**Question on Notice: 130 - GOVERNMENT ADVERTISING/COMMUNICATIONS PROGRAMS - 1 July 2010 to 24 May 2011**

**Portfolio:** Prime Minister and Cabinet

No.	Program Name and Details	Date Commenced	Date Completed	Total Cost (GST Incl)
1	Promoting awareness of Australian honours and symbols, including the website <a href="http://www.itsanhonour.gov.au">www.itsanhonour.gov.au</a> , occasional publications and outreach activities, a travelling exhibition and an email news service	1/07/2010	24/05/2011	\$11,179.40
2	Prime Minister's Literary Awards promotional activities: design, printing, distribution, call for entries advertisement in <i>The Australian</i>	1/07/2010	24/5/2011	\$38,680.06*
3	Contemporary Music Touring program - online advertising of funding round opening	20/07/2010	22/08/2010	\$1,800.00
4	Playing Australia - online advertising of funding round opening online	1/11/2010	12/12/2010	\$1,800.00
5	Indigenous Culture Support program, National Arts and Craft Industry Support program, Maintenance of Indigenous Languages and Records program, Indigenous Broadcasting program and Indigenous Heritage program. Jointly advertising the opening of the funding round. Newspaper and radio advertising	6/11/2010	4/12/2010	\$34,904.66
6	2011 Prime Ministers Literary Awards program (includes call for entries advertising only)	1/01/2011	8/1/2011	\$4,697.13
7	Festivals Australia - online advertising of funding round opening	4/01/2011	15/02/2011	\$1,140.00
8	Lending Right programs - advertising closing dates for titles claims for the 2010-11 program	5/02/2011	5/02/2011	\$8,652.58
9	Contemporary Music Touring program - online advertising of funding round opening	7/02/2011	8/03/2011	\$1,188.00
10	Council of Australian Governments: Boosting Productivity through Regulation and Competition Reform (brochure produced on behalf of COAG prior to the COAG meeting on 13 February 2011)	9/02/2011	15/02/2011	\$3,566.72
11	Playing Australia - online advertising of funding round opening online	2/06/2011	20/06/2011	\$1,080.00

\* This figure excludes events. Total with events = \$57,427.43