

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
BUDGET ESTIMATES 2013

PM&C Portfolio

Department/Agency: National Mental Health Commission

Outcome/Program: National Mental Health Commission

Topic: Advertising

Senator: Senator Ryan

Question reference number: 76

Type of question: Written

Date set by the committee for the return of answer: 12 July 2013

Number of pages: 2

Question:

What was the total cost of all advertising for the financial year to date?

Is the advertising campaign or non-campaign advertising? Provide details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services.

Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.

Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.

Did the Advertising comply with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies? Provide the details for each advertising item.

Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.

What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answer:

For this financial year to 28 May 2013, the National Mental Health Commission has spent \$1,758.03 (ex GST) on online non-campaign advertising for 10 Commission staff positions on APSJobs and Seek. This advertisement complied with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*.

The Department of Finance and Deregulation has provided email advice about arrangements for campaign and non-campaign advertising and guidance is available on its website.

The Peer Review Group and Independent Communications Committee have not provided any advice about advertising.

The Commission communicates with a range of stakeholders and the public as part of its ongoing business. For example, the Commission communicates through its website and an email newsletter. Disaggregation of expenditure on communication activity is not possible without an unreasonable diversion of Commission resources.

The Commission will undertake online non-campaign advertising for one staff position in June 2013.