

**Senate Finance and Public Administration Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**  
**BUDGET ESTIMATES 2013-2014**

Prime Minister and Cabinet Portfolio

**Department/Agency:** Office of the Commonwealth Ombudsman  
**Outcome/Program:** 1  
**Topic:** Advertising

**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:**

- (1) What was the total cost of all advertising for the financial year to date?
- (2) 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.
- (3) Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.
- (4) Has the Peer Review Group (PRG) and/or the Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.
- (5) Did the Advertising comply with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies (March 2010)? Provide the details for each advertising item.
- (6) Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
- (7) What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

**Answer:**

- (1) The total cost of all advertising for the financial year to date is \$145,353.17.
- (2) See below.

<b>Description</b>	<b>Cost \$</b>	<b>Vendor</b>	<b>Campaign/ Non Campaign</b>
White Pages telephone directories nationally	122,334.54	Telstra	Non Campaign
Advertising Deputy Ombudsman Vacancy	18,018.63	Adcorp Australia Ltd	Non Campaign
Advertising Deputy Ombudsman Campaign Vacancy	5,000.00	Hudson	Non Campaign
<b>Total</b>	<b>145,353.17</b>		

(3) N/A.

(4) N/A.

(5) N/A.

(6) N/A.

(7) The Office will continue to advertise its services via annual telephone directory listings and is reviewing the recently released Department of Finance and Deregulation guidance to assist in the cost reduction. In addition the Office has engaged a provider to distribute printed material targeting our youth audience.