

# Senate Finance and Public Administration Legislation Committee

## ANSWERS TO QUESTIONS ON NOTICE

Budget Estimates 27-28 May 2013

Prime Minister and Cabinet Portfolio

**Department/Agency:** Office of National Assessments

**Outcome/Program:** 1

**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?

**ONA Response:**

FYTD \$12,946

**Question:**

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.

**ONA Response:**

Non-campaign advertising.

**Question:**

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

**ONA Response:**

Non-Campaign Recruitment Advertising Policy Handbook has been received from the Department of Finance and Deregulation

**Question:**

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

**ONA Response:**

No

**Question:**

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.

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**ONA Response:**

The only advertising ONA engages in is in relation to recruitment. This advertising complied with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies.

**Question:**

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

**ONA Response:**

N/A

**Question:**

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

**ONA Response:**

The only advertising ONA engages in is in relation to recruitment. This advertising complied with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies.