

Senate Finance and Public Administration Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Supplementary Budget Estimates 17-20 October 2011

Prime Minister and Cabinet Portfolio

Department/Agency: Australian Sports Commission

Outcome/Program:

Topic: Government Advertising

Senator: Senator Ryan

Question reference number: 130S

Type of question: Written

Date set by the committee for the return of answer: 2 December 2011

Number of pages: 3

Question:

1. What advertising - Campaign and Non-Campaign - did the Department/Agency undertaken in 2011-12? Provide details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services.
2. Did the Department of Finance and Deregulation provide any advice about the advertising? Provide details of each advertising item.
3. 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.
4. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
5. What advertising - Campaign and Non-Campaign - and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answer:

1. There was no campaign advertising undertaken as at 30 September 2011 for this FYTD. Non-campaign advertising undertaken as at 30 September 2011 for this FYTD totalled \$35,000 as follows:

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Advertising Summary For QON 130 FYTD			
No.	Program Advertising Was For	Advertising Provider	Non Campaign Total Cost \$
1	Other Departmental - ASC	Reed Business Information	495
2	Other Departmental - ASC	Seek Adcorp	2,980
4	Other Departmental - ASC	Canberra Times Adcorp	1,554
5	Other Departmental - ASC	Melbourne Age Adcorp	3,566
6	Other Departmental - ASC	Sportspeople	280
7	Other Departmental - ASC	Broome Advertiser Kimberley Echo Adcorp Australia	423
8	Other Departmental - ASC	Rockhampton Morning Bulletin Adcorp Australia	561
9	Other Departmental - ASC	Holiday Happenings	973
10	Other Departmental - ASC	Canberra FM Radio	6,114
11	Other Departmental - ASC	Holiday Happenings	973
12	Other Departmental - ASC	Local Direct Network	220
13	Other Departmental - ASC	Threesides Pty Ltd	13,636
14	Other Departmental - ASC	ACT Economic Development	1,695
16	Other Departmental - ASC	The Canberra Times	1,382
17	Other Departmental - ASC	Brochure Distribution Services	331
		Total	35,183

2. No.

3. N/A

4. As at 30 September 2011, the ASC did not undertake any other communications program.

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5. Refer to Q1 for advertising undertaken. As at 30 September 2011 the ASC is not planning to undertake any further advertising in 2011-12.