

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

**Portfolio**

**Department/Agency:** Office of the Australian Information Commissioner

**Outcome/Program:**

**Topic:** Government Advertising

**Senator:** Senator Ryan

**Question reference number:** 130

**Type of question:** Written

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

**Number of pages:** 2

**Question:**

- a) What advertising – Campaign and Non-Campaign – did the Department/Agency undertake 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.
- b) Did the Department of Finance and Deregulation provide any advice about the advertising? Provide details of each advertising item.
- c) 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.
- d) Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
- e) What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

**Answer:**

The OAIC did not participate in any advertising campaigns during 2010–11. The OAIC undertook the following non-campaign advertising during 2010–11:

a)

| Supplier | Expense (Inc GST) | Purpose                    |
|----------|-------------------|----------------------------|
| Adcorp   | \$18,567          | Print Media: Recruitment x |

|               |          |                                                      |
|---------------|----------|------------------------------------------------------|
|               |          | 25                                                   |
| Fairfax Media | \$2,750  | Online Media: Recruitment Annual Subscription >25    |
| PS News       | \$752    | Advertising APS Publication – Privacy Awareness Week |
| Total         | \$22,069 |                                                      |

b) No.

c) Yes.

d) The OAIC has not participated in any communications programs in 2011-12.

e) The OAIC has no plans to engage in campaign advertising. If job vacancies arise that the OAIC needs to fill, it will advertise these positions, as appropriate.

On 10 October 2011, the OAIC placed an advertisement in PS News to encourage people to register to attend the 2011 Information Policy Conference. This cost \$1231.30 (including GST).

The OAIC plans to participate in Privacy Awareness Week in May 2012. Privacy Awareness Week is a joint initiative of the Asia Pacific Privacy Authorities forum, whose membership is made up of 12 privacy enforcement authorities across the Asia-Pacific region, including the OAIC.

A budget has not yet been established for Privacy Awareness Week 2012, but the OAIC's financial contribution to it, if any, will be modest.