

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

Prime Minister and Cabinet Portfolio

Department/Agency: Office of the Commonwealth Ombudsman
Outcome/Program: Office of the Commonwealth Ombudsman
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:

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. No campaign advertising. Non-campaign advertising:
 - Information advertising for University Orientation Week - \$6778.00
 - White-pages advertising - \$104,930.00
2. No. Not applicable.
3. Not applicable.
4. Not applicable.
5. Non-campaign advertising for National Conference.