

Senate Finance and Public Administration Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

SUPPLEMENTARY BUDGET ESTIMATES 2011-2012

Prime Minister and Cabinet Portfolio

Department/Agency: arts portfolio agencies

Outcome/Program: various

Topic: Government Advertising

Senator: Senator Ryan

Question reference number: 130A

Type of Question: Written

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

Number of pages: 5

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:

The Australia Council

1. The Australia Council has undertaken a total of \$11,537 in advertising costs in 2011-12 (FYTD). The Australia Council does not record advertising data in a way that would readily allow answers to be provided to these questions. To attempt to provide this level of detail would involve an unreasonable diversion of resources.
2. No
3. The Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies are not applicable to CAC agencies. Each

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advertising item was relevant to the Australia Council's responsibilities to strengthening and developing the arts sector. The advertising was undertaken in an efficient, cost-effective manner and complied with legal requirements such as privacy and intellectual property.

4. No other communications programs are planned, or have been undertaken, in 2011-12.
5. Recruitment advertising and the advertising of grants and initiatives.

National Film and Sound Archive of Australia:

1. NFSA advertising 2011-12:

PROGRAMS	SPEND	BUSINESS SUPPLIER
Thomas Rome Lecture	\$1643	Canberra Times
Educational Programs	\$486	Holiday Happenings
Tourism	\$90	Sensis Online
Tourism	\$1818	ACT Government
Tourism	\$863	Hardie Grant P/L
Floriade	\$1386	Canberra Times
Tourism	\$890	Canberra Times
Arc Cinema	\$9329	Canberra Times
Arc Cinema	\$1672	BMA Magazine
NFSA Activities	\$3625	Canberra FM Radio
NFSA Activities	\$2722	Commerce Directory
NFSA Activities	\$1950	Last Post Magazine
NFSA Activities	\$797	Australian Government index
NFSA Activities	\$515	RealTime Magazine
NFSA Activities	\$2500	Inside Film Magazine
NFSA Big Screen Press (various)	\$15879	Regional Press (various)
NFSA Black Screen	\$1145	Koori Mail

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2. No
3. Yes. Each advertising item was relevant to Government responsibilities, was objective, fair and accessible. The advertising was undertaken in an efficient, cost-effective manner and complied with legal requirements such as privacy and intellectual property.
4. No other communications programs are planned, or have been undertaken, in 2011-12.
5. Continued advertising of NFSA programs and activities, using print media, radio and online.

National Gallery of Australia

1. This information is not readily available. To attempt to provide this level of detail would involve an unreasonable diversion of resources. Overall costs of advertising FYTD are \$236,626.
2. See response to question 1.
3. See response to question 1.
4. See response to question 1.
5. See response to question 1.

National Library of Australia

1. National Library spent \$32,000 promoting its services and activities through advertisements and promotional material in 2011-12.
2. No
3. Yes
4. No other communications programs are planned, or have been undertaken, in 2011-12.
5. The National Library will continue to promote its services and activities through advertisements and promotional material.

National Museum of Australia

1. The Museum only undertakes non Campaign advertising. See table below for details.

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PROGRAMS	SPEND	BUSINESS SUPPLIER
National Museum – General museum programs	\$39,483	Federal Capital Press ACT Government - Economic Development Bureau OutInCanberra Holiday Happenings Hardy Grant Publishing
National Museum – Exhibitions	\$11,950	Grey Canberra ArtMonthly
National Museum - Recruitment	\$3,228	AdCorp Australia Koori Mail

2. The Museum is a CAC body. Accordingly the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies (March 2010) do not apply.
3. See response to question 2.
4. No other communications programs are planned, or have been undertaken, in 2011-12.
5. Proposed advertising will be non-campaign based and continue in the areas of exhibition promotions, tourism, recruitment, and Museum Public program and education program advertising. There are no planned communications programs.

Screen Australia

1. Screen Australia advertising 2011-12:

PROGRAMS	SPEND	BUSINESS SUPPLIER
Venice	\$2,667	Venice Daily News
Toronto International Film Festival	\$10,915	Screen International

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2. No
3. Yes. Both items listed at question 1 complied with the Guidelines.
4. No other communications programs are planned, or have been undertaken, in 2011-12.
5. Screen Australia is intending to undertake approximately the same level of advertising in 2011-12 as it did in 2010-11. Estimated spend is approximately \$60,000. Most of Screen Australia's advertising and communication programs are related to particular film markets and projects premiering at those markets.