

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
BUDGET ESTIMATES 2012-2013

Prime Minister and Cabinet Portfolio

Department/Agency: Australian Public Service Commission

Outcome/Program: Cross Portfolio

Topic: Government Advertising 2011-12

Senator: Ryan

Question reference number: 85

Type of question: Written

Date set by the committee for the return of answer: Friday 30 Nov 2012

Number of pages: 2

Questions:

1. What was the total cost of all advertising for 2011-12?
2. 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.
3. Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.
4. Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.
5. 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.
6. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services that was undertaken in 2011-12.

Answer:

1. A total of \$61,068 (excluding GST) has been paid to the government advertising provider Adcorp Australia Pty Ltd in the year 2011–12. A total of \$4,412 (excluding GST) has been paid to the online newsletter PS News for the placement of advertising.
2. All advertising is non-campaign. The Australian Public Service Commission (APSC) undertakes advertisings for purposes limited to staff recruitment, tender notices, and the promotion of APS courses and events.
3. The Department of Finance and Deregulation has not provided any advice about the advertising undertaken by the APSC.

4. The Peer Review Group (PRG) and/or Independent Communications Committee (ICC) has not provided any advice about the advertising undertaken by the APSC.
5. All but a few non-campaign advertising campaigns were consistent with the guidelines for non-campaign advertising. A recent review of non-campaign advertising revealed instances of non compliance with the Guidelines. The majority of instances were less than \$500 (excluding GST) per advertisement and associated with the advertising of Australian Government Leadership Network (AGLN) events in the PS News. The Ethics Advisory Services placed single advertisement in the PS News at cost of \$1655 (excluding GST). The total cost of these instances in the 2011-12 financial year was \$4,412 (excluding GST).

APSC employees have been reminded of the requirements set out in the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*.

6. There was no other communications program undertaken in 2011-12.