

SENATE STANDING COMMITTEE ON LEGAL AND CONSTITUTIONAL AFFAIRS
ATTORNEY-GENERAL'S DEPARTMENT

Portfolio

Question No. 85

Senator Humphries asked the following question at the hearing on 14 February 2012:

Government Advertising

1. What was the total cost of all advertising for 2007-08, 2008-09, 2009-10 and 2010-11?
2. For each of those years, list whether the advertising is campaign or non-campaign and details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services.
3. Did the Department of Finance and Deregulation provide any advice about the advertising? Provide details of each advertising item.
4. 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.
5. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
6. What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

The answer to the honourable senator's question is as follows:

The following Agencies have a nil response: Australian Commission for Law Enforcement Integrity, Australian Government Solicitor, Australian Law Reform Commission, and the Federal Court of Australia.

Attorney-General's Department

1.	2007-08	\$13,155,990
	2008-09	\$7,404,684
	2009-10	\$2,166,478
	2010-11	\$1,759,006

2.

2007-08

Campaign Advertising		
Advertising for community education campaign for family law reforms	\$41,120	Gatecrasher Advertising Pty Ltd
Bushfire awareness campaign	\$218,076	Universal McCann
National security campaign	\$12,414,628	Publicis Mojo and Universal McCann
Non-Campaign		
Non-campaign government advertising	\$22,396	Adcorp Australia Limited
Non-campaign government advertising	\$459,770	HMA Blaze

2008-09

Campaign Advertising		
National security campaign	\$6,050,000	Universal McCann
Non-Campaign		
Non-campaign government advertising	\$947,086	HMA Blaze
Non-campaign advertising for Family Relationship Centres and Family Advice Line	\$241,039	Sensis Yellow Pages
Advertising for Family Relationship Centres and Family Advice Line	\$166,559	Telstra White Pages

2009-10

Campaign Advertising		
Personal Property Securities Campaign	\$31,435	Cre8ive Australasia
National Security Campaign	\$821,392	Universal McCann
Sexual Offences Against Children campaign	\$219,972	Universal McCann
Chemicals of security concern campaign	\$188,516	Grey Canberra and Universal McCann
Non-Campaign		
Non-campaign government advertising	\$735,943	Adcorp Australia Limited
Non-campaign government advertising	\$96,761	HMA Blaze
Non-campaign government advertising	\$72,459	EWKi Partnership

2010-11

Campaign Advertising		
Personal Property Securities Campaign	\$80,000	Lavender
National Security Campaign	\$1,309,172	Universal McCann
Non-Campaign		
Non-campaign government advertising	\$369,834	Adcorp Australia Limited

3. The Attorney-General's Department consults with the Department of Finance and Deregulation on all campaign advertising.

4. All campaign advertising undertaken by the Department complied with the *Guidelines on Information and Advertising Campaigns*.

5. N/A

6. The Attorney-General's Department is currently managing the Personal Property Securities Campaign. Ongoing non-campaign advertising will be undertaken by the Department as needed. Non-campaign advertisements are generally limited to staff recruitment, public notices, auction and tender notices, and invitations to make submissions or apply for grants.

Australian Federal Police

1. The total cost of advertising is as follows:

2007-08: \$353,784

2008-09: \$484,306

2009-10: \$416,818

2010-11: \$62,172

2.

2007-08:

- *2007 National Missing Persons Week:* Campaign advertising at a total cost of \$353,784. Expenditure included development of the campaign as well as placement of advertising on radio, online and Avantcard postcard distribution

2008-09:

- *2008 National Missing Persons Week:* Campaign advertising at a total cost of \$379,215. Expenditure included development of the campaign as well as placement of advertising on buses, radio and online
- *Combating child sex tourism:* Campaign advertising in Qantas in-flight magazines. Development of the campaign cost \$8,155. Qantas and Australian Consolidated Press paid for the placements of the advertisements
- *Aviation Developmental Research:* research was conducted to determine possible future communication needs with a total cost of \$63,636
- *Market Research:* Evaluation of the 2008 National Missing Persons Week campaign at a cost of \$33,300

2009-10:

- *2009 National Missing Persons Week:* Campaign advertising at a total cost of \$363,636. Expenditure included development of the campaign as well as radio and online advertising, and digital search placement
- *AFP 30th Anniversary Open Day:* Campaign advertising to promote a community Open Day celebrating the AFP's 30th anniversary. The campaign included an advertising supplement in the Canberra Times, television and radio community service announcements and the production and printing of Open Day posters at a total cost of \$18,182
- *Age Progression Launch:* Campaign advertising to highlight the way in which missing persons may have aged since their disappearance. Billboards displayed at Sydney Airport at a cost of \$35,000

2010-11:

- *2010 National Missing Persons Week:* Campaign advertising at a total cost of approximately \$500, production of a Community Service Announcement and radio advertisement was facilitated in-house at no charge, media placement was secured by Universal McCann
- *Protective Service Officers Recruitment:* Non-campaign advertising to actively target recruits in remote regions. Fifteen second radio advertisements placed with local stations at a cost of \$21,672
- *Peacekeeping Advertisement:* Non-campaign print advertisement in the Spring 2011 edition of the Australian Peacekeeper Magazine to highlight AFP international peacekeeping roles at a cost of \$950
- *Market Research:* Evaluation of the 2010 National Missing Persons Week campaign conducted by TNS Social Research at cost of \$39,050

3. The AFP sought advice from the Department of Finance and Deregulation in relation to the 2009 and 2010 National Missing Persons Week campaigns. In 2009 the Department approved the campaign which was later the subject of an audit.

In 2010 the Department provided the AFP with verbal advice that no further reviews or approvals would be necessary if the campaign did not reach or exceed the \$250,000 threshold. The AFP did not seek advice for the 2011 National Missing Persons campaign.

AFP records indicate that the AFP did not seek advice from the Department of Finance and Deregulation in 2007, 2008 but had advised the Department of Prime Minister and Cabinet, Ministerial Committee on Government Communications of the Missing Persons week campaigns. These campaigns were supported.

In August 2009, the Australian National Audit Office conducted an independent review of the 2009 National Missing Persons Week campaign and found that the AFP complied with the Guidelines on Information and Advertising Campaigns.

4. All advertising undertaken between 2007 and 2011 was conducted in accordance with the Guidelines of the time. All were supported by appropriate bodies and have complied with the Guidelines of the time.

5. 2009-10:

- *National Youth Week 2010*: AFP sponsorship of \$20,000
- *ThinkUKnow* internet safety campaign: delivers interactive training to parents, carers and teachers about how to help children stay safe online at a cost of \$78,000
- *International Missing Children's Day*: a day of remembrance for missing children to help raise awareness of the issues at a cost of \$60,000

2010-11:

- *National Youth Week 2011*: AFP sponsorship of \$20,000
- *ThinkUKnow* internet safety campaign: delivers interactive training to parents, carers and teachers about how to help children stay safe online at a cost of \$48,304

6. During the remainder of 2012, the AFP anticipates conducting:

- Campaign advertising for National Missing Persons Week 2012 at a projected cost of \$50,000
- Non-Campaign advertising for sworn AFP recruitment which is not anticipated to exceed the \$250,000 threshold.

Sponsorship for National Youth Week 2012 at a projected cost of \$50,000

Australian Security Intelligence Organisation

1. Total cost for advertising

2007-08	\$2,191,879
2008-09	\$1,449,471
2009-10	\$1,244,309
2010-11	\$1,060,601

2. The total spend for ASIO advertising for the period 1 July – 29 February 2012 is \$330,857. All advertising was booked through Adcorp for placement in both local and national newspapers and a range of online advertising mediums.

3. ASIO has not sought advice from the Department of Finance and Deregulation in relation to its advertising needs.

4. ASIO's recruitment advertising, as listed at 2) was placed in separate advertisements rather than being included within the Whole of Australian Government advertising. ASIO's recruitment advertising complies with most of the guidance provided in the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies.

5. Nil

6. ASIO will continue to advertise its vacant positions for the remainder of the financial year along the same basis that it has to date.

Administrative Appeals Tribunal

1.

Financial Year	Cost of advertising
2007-08	\$44,518
2008-09	\$ 5,172
2009-10	\$15,146
2010-11	\$ 2,207
Total	\$67,043

All figures are GST exclusive

2. All advertising relates to non-campaign recruitment advertising. All figures are GST exclusive.

2007-08

Business	Type of advertising	Total spend
HMA Blaze	Non-campaign	\$41,373
Queensland Law Society	Non-campaign	\$390.00
SEEK	Non-campaign	\$ 2,705
University of Western Sydney	Non-campaign	\$ 50.00
Total		\$44,518

2008–09

Business	Type of advertising	Total spend
HMA Blaze	Non-campaign	\$ 3,312
SEEK	Non-campaign	\$ 1,860
Total		\$ 5,172

2009–10

Business	Type of advertising	Total spend
Adcorp	Non-campaign	\$14,931
Attorney-General's Department	Non-campaign	\$130.00
HMA Blaze	Non-campaign	\$ 85.00
Total		\$15,146

2010–11

Business	Type of advertising	Total spend
Adcorp	Non-campaign	\$ 2,207
Total		\$ 2,207

3. No

4. Not applicable

5. Not applicable

6. The Administrative Appeals Tribunal is not undertaking or planning to undertake any Campaign or Non-Campaign advertising other than Non-Campaign advertising for recruitment purposes.

The Australian Crime Commission

1. Nil.

2. N/A

3. N/A

4. N/A

5. In addition to business-as-usual communication activities on operational successes and the release of major public reports about serious and organised crime, the ACC is currently leading the development of a cross-agency communication program, as part of Task Force Galilee. This

program aims to increase public awareness and understanding of the threat of serious and organised investment fraud. There is no identified campaign aspect to this program.

6. N/A

Australian Institute of Criminology

- 1. **2007-08** \$20,648
- 2008-09** \$44,653
- 2009-10** \$8,317
- 2010-11** \$29,954

2. Non Campaign - Advertising included was undertaken for recruitment or Media Releases/Conference promotion

2007-08 Recruitment \$16,555 Media Releases/Conference promotion \$4093

2008-09 Recruitment \$11,485 Media Releases/Conference promotion \$33,168

2009-10 Recruitment \$5,540 Media Releases/Conference promotion \$2,777

2010-11 Recruitment \$20,538 Media Releases/Conference promotion \$9,416

3. No

4. Yes

5. Not applicable

6. Not applicable

Australian Customs and Border Protection Service

1. Details of the cost of advertising undertaken by the agency are listed in the table below.

Year	Amount (\$)
2007/08	305,381
2008/09	1,676,667
2009/10	458,923
2010/11	866,189
Total	3,307,160

This information excludes off-shore communication activities as the Department of Finance and Deregulation (DoFD) has advised the agency that these activities do not fall under the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies.

2. Details of the cost of the campaign and non-campaign advertising undertaken by the agency are listed in the table below. This information excludes off-shore communication activities as the Department of Finance and Deregulation (DoFD) has advised the agency that these activities do not fall under the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies.

Financial Year	Business Name	Description	Campaign (\$)	Non-Campaign (\$)	Total (\$)
2007-08	Adcorp Australia Limited	Recruitment Advertising; Public Notices		29,052	29,052
	APS Gazette	Recruitment Advertising		19,915	19,915
	HMA Blaze P/L	Recruitment Advertising		249,439	249,439
	Misc. Advertising	Advertising Expenses under \$10,000.00; Recruitment Advertising; Advertising Flyers and other media		6,975	6,975
Total					305,381
2008-09	HMA Blaze P/L	Recruitment Advertising		367,754	367,754
	The Campaign Palace	SmartGate Advertising Campaign	259,008		259,008
	Universal Mccann	SmartGate Advertising Campaign	1,046,210		1,046,210

Financial Year	Business Name	Description	Campaign (\$)	Non-Campaign (\$)	Total (\$)
	Misc. Advertising	Advertising Expenses under \$10,000.00; Recruitment Advertising; Advertising Flyers and other media		3,695	3,695
Total					1,676,667
2009-10	Adcorp Australia Limited	Recruitment Advertising; Public Notices		82,927	82,927
	APS Gazette	Recruitment Advertising		26,059	26,059
	The Campaign Palace	SmartGate Advertising Campaign	22,359		22,359
	Universal McCann	SmartGate Advertising Campaign	309,484		309,484
	Misc. Advertising	Advertising Expenses under \$10,000.00; Recruitment Advertising; Advertising Flyers and other media		18,095	18,095
Total					458,924
2010-11	Adcorp Australia Limited	Recruitment advertising; public notices; advertising for pill press legislation; advertising notices for public comment on weapons control consultation paper		467,217	467,217
	Attorney General's Department	Public relations and advertising		32,384	32,384

Financial Year	Business Name	Description	Campaign (\$)	Non-Campaign (\$)	Total (\$)
	GRM International	Recruitment Advertising		22,029	22,029
	Expertise Events P/L	Travel expo related advertising		10,155	10,155
	Universal Mccann	Advertising in relation to Google campaign for deterrence of importation of minor prohibited items via International Mail System	29,877		29,877
	Misc. Advertising	Advertising Expenses under \$10,000.00; Recruitment Advertising; Advertising Flyers and other media		304,527	304,527
Total					866,189

3. The Department of Finance and Deregulation did not provide any advice apart from the information contained within the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*.

4. The advertising undertaken by Customs and Border Protection complied with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies* (March 2010). Customs and Border Protection conducted campaigns in 2008-09, 2009-10 and 2010-11 as specified in the Table provided at 2 above.

5. A list of other communication programs which relate to non campaign advertising is included in the response to Question 2 as detailed at 2 above.

6. Customs and Border Protection is not currently planning to undertake any significant campaign advertising in 2011-12. In 2011-12 the agency will continue to undertake recruitment advertising as required. Recruitment advertising will include graduate recruitment and Customs Trainee program advertisements.

Customs Notices and other non campaign advertising will be undertaken as required throughout 2011-12. Advertising for Customs Notices and other non campaign advertising has not been identified or budgeted for separately.

The agency will also engage in offshore advertising, however this falls outside of the scope of the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies* and has not been included in this response.

Australian Human Rights Commission

1. In relation to the Defence Inquiry advertisements, the Commission spent \$951 (Including GST) in 2010-11. Nothing was spent on the Defence Inquiry advertisements in the financial years 2007-08, 2008-09 and 2009-10.
2. The advertising was non-campaign, in relation to the Defence Inquiry advertisements, the Commission spent \$951 (Including GST) in 2010-11. The advertising was for the Australian Defence Force review and the business that provided the advertising services was the Department of Defence.
3. No
4. Yes
5. Through the Cyber-bullying project the Commission has spent \$45,383 (Including GST) and these services have been provided by the Edith Cowan University.

Through the Something in common project the Commission has spent \$106,881 (Including GST) and these services have been provided by two organisations as follows:

- 1 - Digital Eskimo \$84,529 (Including GST)
- 2 – Cornerstore Media \$22,352 (Including GST)
6. National Anti-Race Partnership Strategy

Australian Transaction Reports and Analysis Centre

1. All figures below include GST.

2007–08 \$654,597

2008–09 \$205,168.92

2009–10 \$64,699.56

2010–11 \$53,031.62

2. In 2007–08, AUSTRAC:

- paid HMA Blaze \$265,751 to place print advertisements for AML/CTF programs and compliance reports. This comprised:
 - \$185,767 for advertising in national and metropolitan newspapers, finance and business magazines, and non-English speaking background newspapers (including language translation and typesetting) to inform AUSTRAC’s regulated population, including non-English speaking members of the money remittance sector, of their obligation to submit an

AML/CTF compliance report for the 2007 calendar year. This advertising was undertaken as non-campaign advertising.

- \$79,983 for advertising in national and metropolitan newspapers and trade magazines to inform AUSTRAC's regulated population of the obligation to have an AML/CTF program in place for their business by December 2007. This advertising was undertaken as non-campaign advertising.
- also paid HMA Blaze \$99,958 to extend a billboard advertising campaign at major Australian international airports to communicate the new cross-border movement reporting obligations introduced in the AML/CTF Act. This advertising was undertaken as non-campaign advertising.
- placed a number of non-campaign, recruitment advertisements. HMA Blaze provided this service and was paid \$288,888.

In 2008–09, AUSTRAC:

- paid Universal McCann \$125,994 to place print advertisements for AML/CTF programs and compliance reports. This comprised:
 - \$100,752 for advertising to inform AUSTRAC's regulated population about a range of new AML/CTF Act obligations that took effect in December 2008. This communications program included advertisements in a range of community languages to inform non-English speaking money transfer (remittance) businesses about the new obligations.
 - \$25,241 for advertising as part of a communications project to inform AUSTRAC's regulated population of their obligation to submit an AML/CTF compliance report for the 2008 calendar year.
- placed a number of non-campaign recruitment advertisements. As in the previous year, HMA Blaze provided this service and was paid \$79,174.

In 2009–10:

- no advertising campaigns were undertaken by AUSTRAC.
- AUSTRAC placed a number of non-campaign recruitment advertisements, at a cost of \$64,700. These services were provided by Adcorp.

During the 2010–11 reporting period:

- no advertising campaigns were undertaken by AUSTRAC.

AUSTRAC placed a number of non-campaign recruitment advertisements, at a cost of \$53,032 (including GST). These services were provided by Adcorp.

3. The Department of Finance and Deregulation was consulted with and provided advice on advertising undertaken for 2008–09 (that is, advertising related to the 2008 AML/CTF compliance

report obligation, and advertising to inform AUSTRAC's regulated population about new AML/CTF Act obligations taking effect in December 2008).

Prior to 2008, AUSTRAC consulted with the Government Communications Unit of the Department of Prime Minister and Cabinet on its advertising activities.

4. All the above advertising undertaken by AUSTRAC complied with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies.
5. AUSTRAC has not conducted any other communications programs that involved advertising by the agency. All advertising undertaken by AUSTRAC has been reported in the responses to questions 1–4, above.
6. AUSTRAC is currently undertaking, and will continue to undertake, non-campaign recruitment advertising in 2011–12 as required. AUSTRAC does not plan to undertake any other advertising or communications programs during 2011–12.

Commonwealth Director of Public Prosecutions

1. \$436,008 (inc GST): 2007-08 \$224,306; 2008-09 \$148,591; 2009-10 \$36,284; 2010-11 \$26,827
2. All advertising is non-campaign.

Details per year and by supplier are as follows:

Year	Program	Supplier	Amount (inc GST)
2007-2008	1.1	HMA Blaze	\$224,306
2008-2009	1.1	HMA Blaze	\$148,591
2009-2010	1.1	Adcorp	\$36,284
2010-2011	1.1	Adcorp	\$26,827

3. No
4. Yes
5. The CDPP has no other communications program.
6. Only recruitment advertising is planned to be undertaken.

CrimTrac

1. The cost of advertising and other promotional activities for each Financial Year are:

2007-08 \$162,728
2008-09 \$354,860
2009-10 \$159,613
2010-11 \$174,905

2. All advertising for these years was non-campaign.

CrimTrac corporate information was included in relevant policing and law enforcement publications, or other relevant directories. These include Australasian Institute of Policing Journal, AiPol Journal, ABG Pages, White Pages, National Web Directory and Australian Government Directory.

This costs also includes all other promotional activities, including:

- Promotional brochures and magazines (print and electronic)
- Promotional DVDs
- Branded items for promotional purposes
- Banners and signage
- Events

The cost for each Financial Year was:

2007-08 \$162,728
2008-09 \$354,860
2009-10 \$159,613
2010-11 \$174,905

CrimTrac has undergone a review of its advertising and promotional needs, and these figures are expected to be substantially reduced in 2011-12 and 2012-13 Financial Years.

3. CrimTrac has not sought advice from the Department of Finance and Deregulation in relation to its advertising needs.

4. Not applicable

5. Not applicable

6. Nil

Family Court of Australia

1. **2007-08** \$112,384 Inc GST

2008-09 \$80,696 Inc GST

2009-10 \$48,385 Inc GST

2010-11 \$39,809 Inc GST

2. All advertising by the Family Court of Australia is non-campaign and is primarily for recruitment purposes.

2007-08 – HMA Blaze (\$82,893) Newpoll (\$15,665) APS Gazette (\$11,193) Macquarie University (\$70) Mcarthur Management (\$2,564) GST Inc

2008-09 – HMA Blaze (\$71,123) Australian Public Service Commission (\$9,572) Inc GST

2009-10 Adcorp marketing communications (\$33,946) Australian Public service commission (\$12,406) HMA Blaze (\$2,033) GST Inc

2010-11 – Adcorp marketing communications (\$28,520) Australian Public Service Commission (\$11,069) Australian Psychological Society (\$220)

GST Inc

3. Not applicable

4. Not applicable

5. Not applicable

6. The court will continue to advertise for vacant positions as required.

Federal Magistrates Court of Australia

1. **2007-08** - \$121,817

2008-09 - \$38,076

2009-10 - \$12,837 inc GST

2010-11 - \$9,440 inc GST

2. All advertising by the Federal Magistrates Court is non-campaign and is primarily for recruitment purposes.

2007-08 – Unable to give a breakup of the cost due to corporate functions only being taken over on the 1st of January 2009 by the Family Court of Australia

2008-09 – HMA Blaze (\$37,203) Australian financial review (\$725) university of NSW (\$88) University of technology (\$60) Inc GST

2009-10 - ADCORP MARKETING COMMUNICATIONS (\$5,584), Australian Public Service Commission (\$3,326), Adecco (\$3,676) inc GST

2010-11 - ADCORP MARKETING COMMUNICATIONS (\$6,263), Australian Public Service Commission (\$3,177) Inc GST

3. Not applicable

4. Not applicable

5. Not applicable

6. The court will continue to advertise for vacant positions as required.

The High Court of Australia

1.2.

Year	Campaign/Non Campaign	Details of advertising	Supplier	Total Spend (excluding GST)
2010-11	Non Campaign	Notification of public events	The Canberra Times	2,230
	Non Campaign	Information on the Court for visitors	National Capital Attractions Association	3,636
	Non Campaign	Listing on attractions.net.au website	Attractions	100
	Non Campaign	2011 Australian Tour Operation	Artha Publishing	14
	Non Campaign	Information on the Court for visitors - postcards	Spectrum Graphics	1,280
	Non Campaign	Procurement related (eg request for tender, expression of interest, public comment)	Adcorp Australia	2,353
	Non Campaign	Recruitment	Adcorp Australia	8,345
		Total		

Year	Campaign/Non Campaign	Details of advertising	Supplier	Total Spend (excluding GST)
2009-10	Non Campaign	Information on the Court for students	Unearth-Ed	1,441
	Non Campaign	Information on the Court for visitors	National Capital Attractions Association	5,145
	Non Campaign	Listing on attractions.net.au website	Attractions	100
	Non Campaign	Procurement related (eg request for tender, expression of interest, public comment)	Adcorp Australia	1,177
	Non Campaign	Recruitment	Adcorp Australia	4,994
	Total			12,857

Year	Campaign/Non Campaign	Details of advertising	Supplier	Total Spend (excluding GST)
2008-09	Non Campaign	Information on the Court for students	Unearth-Ed	1,441
	Non Campaign	Information on the Court for visitors	National Capital Attractions Association	1,182
	Non Campaign	Tender sale	The Canberra Times	459
	Non Campaign	Procurement related (eg request for tender, expression of interest)	Adcorp Australia	1,766
	Non Campaign	Recruitment	Adcorp Australia	12,782
	Total			17,630

Obtaining data for 2007-08 by the required timeframe would require an unreasonable diversion of resources.

3. No

4. Not applicable – the High Court did not undertake any campaign advertising.

5. Not applicable

6. The High Court of Australia will be undertaking recruitment, procurement and visitor information advertising in the remainder of 2011-12.

Insolvency and Trustee Service Australia

1.

2007-08 – non-campaign (recruitment) advertising – HMA Blaze - \$48,432

2008-09 – non-campaign (recruitment) advertising – HMA Blaze - \$43,366

2009-10 – n/a

2010-11 – non-campaign government advertising – Adcorp - \$36,076

2. Not applicable

3. Not applicable

4. Not applicable

5. **2007-08** - market research to implement Insolvency and Trustee Service Australia's Employee Opinion Survey and follow-up actions - Insight SRC - \$82,461

2008-09 – market research to implement Insolvency and Trustee Service Australia's Employee Opinion Survey and follow-up actions – Insight SRC - \$51,799; 2009 Insolvency and Trustee Service Australia Client Opinion Survey – Measured Insights - \$46,200; Debt Agreement Client Survey – Measured Insights - \$26,950.

2009-10 – Insolvency and Trustee Service Australia's Employee Opinion Survey and follow-up actions – Insight SRC - \$57,461

2010-11 – Insolvency and Trustee Service Australia Employee Opinion Survey and follow-up actions – Insight SRC - \$57,718.

6. Not applicable

The National Native Title Tribunal

1.

2007-08 financial year was \$453,860

2008-09 financial year was \$414,183

2009-10 financial year was \$334,032

2010-11 financial year was \$309,241.

2. The NNTT's advertising for 2007-08, 2008-09, 2009-10 and 2010-11 was non-campaign and Adcorp Australia Ltd provided the advertising services. The types of advertising are set out as follows

2007-08

- Notification of applications as required by the *Native Title Act 1993* (Cwlth)(“NTA) \$303,618
- Staff recruitment \$150,242
- Other advertising (for example tenders and consultants) Nil

2008-09

- Notification of applications as required by the NTA) \$290,382
- Staff recruitment \$121,956
- Other advertising (for example tenders and consultants) \$18451

2009-10

- Notification of applications as required by the NTA \$294,139
- Staff recruitment \$39,436
- Other advertising (for example tenders and consultants) \$4571

2010-11

- Notification of applications as required by the NTA \$294,876
- Staff recruitment \$59,119
- Other advertising (for example tenders and consultants) \$2461

3. No

4. The NNTT’s advertising is non-campaign, accordingly compliance *with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies (March 2010)* is not applicable

5. Nil

6. The NNTT undertakes and plans to undertake non-campaign advertising as required. This includes public notices (Notification of applications and Indigenous land use agreements) recruitment and other advertising such as for tenders and consultants.

Office of the Australian Information Commissioner

1. On 1 November 2010, the OAIC was established and the Office of the Privacy Commissioner (OPC) was integrated into the OAIC. Therefore, the figures above only include the OAIC’s spend from 1 November 2010 to 30 June 2011.

2. During 2010–11, the OAIC undertook the following non-campaign advertising

Supplier	Expense (Inc GST)	Purpose
Adcorp Australia Ltd	\$ 3804	Print media : recruitment
Fairfax media	\$ 2750	Online media: recruitment

		annual subscription
PS News	\$752	Advertising APS publication – Privacy Awareness Week
Total	\$7,306	

On 1 November 2010, the OAIC was established and the Office of the Privacy Commissioner (OPC) was integrated into the OAIC. Therefore, the figures above only include the OAIC's spend from 1 November 2010 to 30 June 2011.

3. No

4. Yes

5. In May 2011, the OAIC participated in Privacy Awareness Week. Privacy Awareness Week is a joint initiative of the Asia Pacific Privacy Authorities forum, whose membership is made up of the 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 at a cost of \$1231 (including GST).

12 privacy enforcement authorities across the Asia-Pacific region, including the OAIC. The total spend for this program was \$3661 (including GST).

6. The OAIC plans to participate in Privacy Awareness Week in May 2012. A budget of \$9000 (including GST) has been allocated to Privacy Awareness Week 2012.

On 10 October 2011, the OAIC placed an advertisement in PS News to encourage people to register to attend the 2011 Information Policy Conference at a cost of \$1231 (including GST).

The OAIC plans to participate in Privacy Awareness Week in May 2012. A budget of \$9000 (including GST) has been allocated to Privacy Awareness Week 2012.

Office of Parliamentary Counsel

1.

2007-08 - \$65,432

2008-09 - \$6,706

2009-10 - \$32,318

2010-11 - \$5,744

2. Advertising for all years is non-campaign advertising for recruitment of staff.
3. No
4. Yes, the advertising complied with the Guidelines for non-campaign advertising.
5. Nil
6. Non-campaign advertising for recruitment of staff.