



AUSTRALIAN SENATE

FINANCE AND PUBLIC ADMINISTRATION

REFERENCES COMMITTEE

PARLIAMENT HOUSE
CANBERRA ACT 2600

Inquiry into Government Advertising and Accountability Interim Report

On 23 June 2004, the Senate referred to the Finance and Public Administration Reference Committee for inquiry and report by 27 October 2004, the following matters:

- (a) the level of expenditure on, and the nature and extent of, government advertising since 1996;
- (b) the processes involved in decision-making on government advertising, including the role of the Government Communications Unit and the Ministerial Committee on Government Communications;
- (c) the adequacy of the accountability framework and, in particular, the 1995 guidelines for government advertising, with reference to relevant No. 152—23 June 2004 3 reports, guidelines and principles issued by the Auditor-General and the Joint Committee of Public Accounts and Audit;
- (d) the means of ensuring the ongoing application of guidelines based on those recommended by the Auditor-General and the Joint Committee of Public Accounts and Audit to all government advertising; and
- (e) the order of the Senate of 29 October 2003 relating to advertising projects, and whether the order is an effective mechanism for parliamentary accountability in relation to government advertising.

The committee has now received a total of nine submissions, which are listed at Attachment A. The committee had scheduled public hearings for 3 and 10 September 2004 to consider the evidence presented in these submissions. However, due to the prorogation of Parliament at 4.59pm on Tuesday 31 August 2004, the Committee does not intend to proceed with the inquiry at this time.

The Committee will review the need for such an inquiry when it is re-established in the 41st Parliament.

Senator Michael Forshaw
Committee Chair

31 August 2004