



In reply please quote

30/5951

Henare Degan

By email: foi+request-2228-5a041cfb@righttoknow.org.au

Dear Henare

Freedom of Information Request 30/5951: Decision to advertise on the Bureau website

I am writing to acknowledge receipt of the above request on 8 September 2016, by email. As requested, we have considered your email as an administrative request at this stage.

It appears that the information you have requested is publicly available. I have provided links below to the published information. In summary:

- The review into the Bureau's capacity ('the Munro Review') published in 2011, recommended the Bureau explore the option of obtaining revenue from advertising on its website.
- Following this, a measure was taken in the 2012-13 Federal Budget, to trial advertising on the Bureau website for 12 months.
- The Australian Government's Response to the Munro Review, published in 2013, included a decision to proceed with permanent advertising on the Bureau's website.
- The Meteorological Authority Act 1955 was amended in 2014 to include provision for advertising.
- In accordance with the Government Response, the Bureau has developed information about commercial advertising and an online advertising policy.

The following documents are published online:

- The Munro Review: <http://www.environment.gov.au/system/files/resources/bc0cc118-a6f2-496c-82fd-0b092c4cc7a5/files/bom-review.pdf>
- The Government Response to the Munro Review, which includes the decision to advertise: <http://www.bom.gov.au/governmentresponse/doc/munro-review.pdf>
- The Bureau's online advertising policy: <http://www.bom.gov.au/advertising/policy.shtml>

I have also put together some extracts from the Munro Review and the Government Response, which are attached for your reference. I have extracted pages from these documents that identify the advertising option (Option 22 from the Munro Review) and the Government's response to Option 22, being the decision to continue advertising permanently.

Please let me know if this information fulfils your query.

Kind regards

Erin MacLatchy

FOI Officer

03 9616 8428 / FOI@bom.gov.au