

Senate Community Affairs Legislation Committee

ADDITIONAL ESTIMATES – 11 FEBRUARY 2016 ANSWER TO QUESTION ON NOTICE

Department of Human Services

Topic: Government advertising / marketing

Question reference number: HS 121

Senator: Ludwig

Type of question: Written

Date set by the committee for the return of answer: 4 April 2016

Number of pages: 2

Question:

Since the change of Prime Minister on 14 September, 2015:

- a) How much has been spent by the department / agency on marketing?
 - 1) List the total cost.
 - 2) List each item of expenditure and cost.
 - 3) List the approving officer for each item.
 - 4) Detail the ministerial or ministerial staff involvement in the commissioning process.
 - 5) Which firm provided the marketing?
- b) How much has been spent by the department / agency on government advertising (including job ads)?
 - 1) List the total cost
 - 2) List each item of expenditure and cost
 - 3) Where the advertising appeared
 - 4) List the approving officer for each item.
 - 5) Detail the ministerial or ministerial staff involvement in the commissioning process.
 - 6) Detail the outlets that were paid for the advertising.
- c) What government advertising is planned for the rest of the financial year?
 - 1) List the total expected cost.
 - 2) List each item of expenditure and cost.
 - 3) Where the advertising will appear
 - 4) List the approving officer for each item.
 - 5) Detail the ministerial or ministerial staff involvement in the commissioning process.
 - 6) Detail the outlets that have been or will be paid for the advertising.
- d) Provide copies of approvals for advertising, including but not limited to, approvals made by the Prime Minister or his delegate, the Minister or their delegate, or the Department or their delegate.

Answer:

- a) The department has not incurred any marketing costs from 1 September 2015 to 31 January 2016.
- b) The department spent \$1.03 million on government advertising from 1 September 2015 to 31 January 2016.
- 1) The total cost is \$1.03 million.
 - 2) The break down by item of expenditure and cost is provided below:

Item of expenditure	Cost
Advertising press	\$174,238
Advertising online	\$146,782
Advertising white pages	\$705,400
Total	\$1,026,420

- 3) The advertising appeared in the press, online advertising, the public service gazette and the white pages. White pages advertising appeared in all metro and regional directories as well as online at whitepages.com.au.
- 4) It would require an unreasonable diversion of departmental resources to provide details of the approving officer for each item.
- 5) The advertising undertaken by the department is administrative in nature and does not require ministerial involvement.
- 6) The outlets the department paid for advertising are:

Outlets	Details
Adcorp	Public notices, tenders and departmental services
Public Service Gazette	APS employment opportunities, promotions and terminations of employment
Sensis Pty Ltd	Advertising of contact details on the white pages directory

- c) The department is likely to advertise employment opportunities, public notices, tenders and departmental services during the remainder of the year.
- 1) The department does not forecast expenses at this level.
 - 2) The department does not forecast items at this level.
 - 3) The department is likely to advertise employment opportunities, public notices, tenders and departmental services consistent with the information provided in (b) above.
 - 4) Arrangements will be approved by the appropriate delegate as the need for the services arise.
 - 5) The advertising undertaken by the department is administrative in nature and does not require ministerial involvement.
 - 6) The department is likely to use the outlets detailed in b) above.
- d) It would require an unreasonable diversion of departmental resources to provide copies of approvals for advertising undertaken by the department.