

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Additional Estimates Hearings February 2016**  
**Communications Portfolio**  
**Australian Broadcasting Corporation**

**Question No: 215(b)**

**Australian Broadcasting Corporation**

**Hansard Ref: Written, 19/02/2016**

**Topic: Merchandise or promotional material**

**Senator Ludwig, Joe asked:**

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

1. Has the department purchased any merchandise or promotional material?
2. List by item, and purpose for each item, including if the material is for a specific policy or program or for a generic purpose (note that purpose)
3. List the cost for each item
4. List the quantity of each item
5. Who suggested these material be created?
6. Who approved its creation?
7. Provide copies of authorisation
8. When was the Minister informed of the material being created?
9. Who created the material?
10. How was that person selected?
11. How many individuals or groups were considered in selecting who to create the material?

**Answer:**

1. Yes.

See table for responses to questions 2-4.

Division	Category	Summary	Cost (\$)
ABC General	Printing	Corporate promotional material	192
ABC Television	Printing	ABC TV promotional material	44.45
	Printing	ABC TV promotional material	550
	Printing	ABC TV promotional material	625
	Printing	ABC TV promotional material	36.37
	Printing	ABC TV promotional material	6,590.00
	Printing	ABC TV promotional material	2,602.00
	Printing	ABC TV promotional material	105.27

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Division	Category	Summary	Cost (\$)
	Printing	ABC TV promotional material	244.5
ABC Radio	Promotions	ABC Jazz promotional material	895
	Promotions	ABC Jazz promotional material	625
	Promotions	ABC Jazz promotional material	600
	Printing	ABC Jazz promotional material	400
	Promotions	Classic FM promotional material	1,449.01
	Printing	Classic FM promotional material	1,010.00
	Printing	Classic FM promotional material	800
	Printing	Classic FM promotional material	340
	Printing	Classic FM promotional material	330
	Printing	Classic FM promotional material	300
	Printing	Classic FM promotional material	262.5
	Printing	Classic FM promotional material	150
	Printing	Classic FM promotional material	150
	Printing	Classic FM promotional material	150
	Promotions	Radio National promotional material	2,435.00
	Promotions	Radio National promotional material	1,584.00
	Promotions	Radio National promotional material	1,495.00
	Printing	Radio National promotional material	1,250.00
	Promotions	Radio National promotional material	895
	Promotions	Radio National promotional material	850
	Printing	Radio National promotional material	752.43
	Promotions	Radio National promotional material	690
	Promotions	Radio National promotional material	685
	Promotions	Radio National promotional material	590
	Printing	Radio National promotional material	542.22
	Promotions	Radio National promotional material	396.11
	Promotions	Radio National promotional material	390
	Promotions	Radio National promotional material	354.87
	Printing	Radio National promotional material	340.43
	Printing	Radio National promotional material	217.47
	Printing	Radio National promotional material	179.74
	Promotions	Radio National promotional material	175.49
	Promotions	Radio National promotional material	84.88
	Promotions	Radio National promotional material	81.82
	Promotions	Radio National promotional material	60
	Promotions	Radio National promotional material	54
	Promotions	Radio National promotional material	50.93

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Division	Category	Summary	Cost (\$)
	Promotions	Radio National promotional material	22.73
	Promotions	triple j promotional material	2,538.08
	Printing	triple j promotional material	1,056.00
	Printing	triple j promotional material	909.09
	Promotions	triple j promotional material	909.09
	Promotions	triple j promotional material	909.09
	Printing	triple j promotional material	909.09
	Printing	triple j promotional material	909.09
	Promotions	triple j promotional material	587.34
	Printing	triple j promotional material	330
	Promotions	triple j promotional material	244
	Printing	triple j promotional material	225.99
	Printing	triple j promotional material	217.48
	Printing	triple j promotional material	200
	Printing	triple j promotional material	135
	Printing	triple j promotional material	81.09
	Printing	triple j promotional material	60
	Promotions	Andrew Ollie lecture material	962.5
	Promotions	Andrew Ollie lecture material	532
	Printing	Andrew Ollie lecture material	350
	Promotions	Andrew Ollie lecture material	292.5
	Printing	Andrew Ollie lecture material	268.5
	Promotions	Andrew Ollie lecture material	250
	Printing	Andrew Ollie lecture material	39.09
	Printing	Andrew Ollie lecture material	36.36
	Promotions	ABC Local Radio Victoria promotional material	675
	Printing	Digital Radio promotional material	634.05
	Printing	ABC Local Radio Queensland promotional material	995
	Printing	ABC Local Radio Queensland promotional material	630
	Printing	ABC Local Radio Queensland promotional material	440
	Printing	ABC Local Radio Queensland promotional material	180
	Printing	ABC Local Radio Queensland promotional material	180
	Promotions	ABC Local Radio Queensland promotional material	147.23
	Printing	ABC Local Radio Queensland promotional material	127.28
	Promotions	ABC Local Radio Queensland promotional material	30.18
	Printing	ABC Local Radio South Australia promotional material	750
	Promotions	ABC Local Radio South Australia promotional material	596.36
	Printing	ABC Local Radio South Australia promotional material	340

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Division	Category	Summary	Cost (\$)
	Promotions	ABC Local Radio South Australia promotional material	325.45
	Printing	ABC Local Radio South Australia promotional material	175
	Printing	ABC Local Radio Western Australia promotional material	1,833.00
	Promotions	ABC Local Radio Western Australia promotional material	673.8
	Printing	ABC Local Radio Western Australia promotional material	608.6
	Promotions	ABC Local Radio Tasmania promotional material	909.09
	Promotions	ABC Local Radio Tasmania promotional material	720
	Promotions	ABC Local Radio Tasmania promotional material	720
	Promotions	ABC Local Radio Northern Territory promotional material	543
	Promotions	ABC Local Radio Northern Territory promotional material	300
	Printing	ABC Local Radio Northern Territory promotional material	275
	Printing	ABC Local Radio ACT promotional material	2,210.00
	Promotions	ABC Local Radio ACT promotional material	262.5
	Promotions	ABC Local Radio ACT promotional material	250
	Promotions	ABC Local Radio ACT promotional material	250
ABC News	Printing	News marketing material	1,525.00
	Printing	News marketing material	350
	Printing	News marketing material	190
	Printing	News marketing material	9.09
	Printing	News marketing material	4.55
ABC Corporate	Printing	Corporate marketing	3,909.85
	Printing	Corporate marketing	220

5. Promotional and merchandising material developed and created in consultation between the ABC content division and the ABC Audience & Marketing division.
6. See question 5.
7. Not applicable.
8. Not applicable.
9. The material was created by specialist advertising, promotions and printing companies.
10. The companies were selected through regular tender processes.
11. See question 10.