

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Additional Estimates Hearings October 2016

Communications Portfolio

Special Broadcasting Service

Question No: 215(c)

Special Broadcasting Service

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.
- 2-4. See table below.

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| Programs | Purchased | Purchase Cost | Created | Creation Cost | Purpose | Quotes | Total Cost |
|------------------------------|--|--|--|-------------------------|---------------------|-------------------------|-------------------|
| Food Network | -Cavendish Trenton' Beechwood 25cms Spatula/Server with 1 Colour Print on Handle (100) - Cavendish Shopping List 25 Leaf DL size 99 x 210mm with Magnet on Rear with 1 Colour Logo and Text and Lines (100) - Cavendish Jute Bag with black print 1 side (100) - Curtis Stone's cook book Good Food, Good Life (50) | \$2,642.20 \$999.75 | 60 bespoke corporate care packages and 40 extra branded bags | \$1400 total | Publicity/Marketing | 2 quotes + negotiations | \$5041.95 |
| The Principal | Donuts (37 Boxes) | \$650.73 | Mystery Kits sent to Journalists(37) | \$226.61 | Publicity/Marketing | | \$877.34 |
| The Family Law | | - | - Family Law Christmas Cards (60) -Family Law Wrapping Paper and Ribbon(60) | \$252 + \$540 | Publicity/Marketing | N/A | \$792 |
| Showcase | Jam from Matthew Evans' Farm (70) | \$70 | Labels | \$150 | Publicity/Marketing | N/A | \$850 |
| NITV | | | -Programing Booklets(1500) -Staff TShirts (314) | \$2,322.50 \$9179.50 | Publicity/Marketing | | \$11502 |
| Inside Heston's World | Fat Duck Cookbook (85) \$37.50 each | \$3187.50 | Bookmarks (100) | \$164 total | Publicity/Marketing | | \$3351.50 |

5. The materials were created at the request of the Head of Group Communications and/or Director of Marketing

6. The Head of Communications and Director of Marketing.

7. To answer this question would involve an unreasonable diversion of agency resources.

8. The Minister was not informed.

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9. The materials were prepared through a mixture of the internal marketing department of SBS and external suppliers.

10. The production of materials was determined by best value for money and ability to meet SBS requirements.

11. The materials were produced in accordance with SBS procurement guidelines.