

**Senate Standing Committee on Environment and Communications**

**Answers to Senate Estimates Questions on Notice**

**Additional Estimates Hearings February 2016**

**Communications Portfolio**

**National Collecting Institutions**

**Question No: 215(k)**

**National Collecting Institutions**

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

**Topic: Merchandise or promotional material**

**Senator Ludwig, Joe asked:**

National Cultural Institutions

- Australian National Maritime Museum
- National Film and Sound Archive
- National Gallery of Australia
- National Library of Australia
- National Museum of Australia
- National Portrait Gallery
- The Museum of Australian Democracy

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:**

**Australian National Maritime Museum**

1-11. Yes. To attempt to provide the level of detail requested would require an unreasonable diversion of resources

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**National Gallery of Australia**

1. No.

2-11. N/A.

**National Library of Australia**

1. Yes.

2. Bookmarks to promote the Library's Trove service.

3. \$1,470 (GST exclusive).

4. 20,000.

5. Manager, Libraries Australia and Trove.

6. Director, Trove.

7. This was authorised electronically by an executive staff member in the area.

8. N/A.

9. Union Offset Printers Pty Ltd.

10. Direct sourcing.

11. One.

**National Museum of Australia**

1. Yes.

2. The National Museum produces promotional brochures to advertise public programs and exhibitions and merchandise for resale in the retail shop.

3-11. To attempt to provide the level of detail requested would involve an unreasonable diversion of resources.

**National Portrait Gallery**

1. Yes.

2-4. See list below:

<b>Item</b>	<b>Quantity</b>	<b>Cost \$ (ex GST)</b>	<b>Purpose</b>
Jigsaw Puzzle	344	8,256	Support & promote the Gallery collection Merchandise – For resale
Tea towels	100	1,050	Support and promote the exhibition

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<b>Item</b>	<b>Quantity</b>	<b>Cost \$ (ex GST)</b>	<b>Purpose</b>
			Merchandise – For resale
Hilda Rix Exhibition Book	1040	14,150	Support and promote the exhibition Publication – For resale
Portrait Magazine 51	3800	18,540	Support and promote the collection, exhibitions & research Merchandise – For resale
Sideshow Alley Exhibition Book	1313	17,530	Support and promote the exhibition Publication – For resale
National Photographic Portrait Prize Exhibition Book	1600	5,218	Support and promote the exhibition Publication – For resale

5. The National Portrait Gallery have a dedicated External Relations Section who meets regularly and all items are agreed to by this group in consultation with other sections within the Gallery.
6. All items are sign off by the Director.
7. To attempt to provide the level of information requested would require an unreasonable diversion of resources.
8. The National Portrait Gallery is not required to inform the Minister of the creation of Marketing or Promotional material.
9. All items listed have either been created by Gallery staff or by external suppliers.
10. Staff and external providers are both selected for their expertise required for each item.
11. To attempt to provide the level of detail requested would involve an unreasonable diversion of resources.

**The Museum of Australian Democracy**

1. Yes, for retail sale in the buildings café.
2. The small range of merchandise includes notebooks and card games relating to exhibitions and catalogues.
- 3-11. To attempt to provide the level of detail requested would involve an unreasonable diversion of resources.