

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Additional Estimates Hearings February 2016

Communications Portfolio

Department of Communications and the Arts

Question No: 234(a)

Program 1.1

Hansard Ref: Written, 19/02/2016

Topic: Government advertising/marketing

Senator Ludwig, Joe asked:

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

1. How much has been spent by the department / agency on marketing?
 - (a) List the total cost
 - (b) List each item of expenditure and cost
 - (c) List the approving officer for each item.
 - (d) Detail the ministerial or ministerial staff involvement in the commissioning process.
 - (e) Which firm provided the marketing?
2. How much has been spent by the department / agency on government advertising (including job ads)?
 - (a) List the total cost
 - (b) List each item of expenditure and cost
 - (c) Where the advertising appeared
 - (d) List the approving officer for each item.
 - (e) Detail the ministerial or ministerial staff involvement in the commissioning process.
 - (f) Detail the outlets that were paid for the advertising.
3. What government advertising is planned for the rest of the financial year?
 - (a) List the total expected cost.
 - (b) List each item of expenditure and cost.
 - (c) Where the advertising will appear
 - (d) List the approving officer for each item.
 - (e) Detail the ministerial or ministerial staff involvement in the commissioning process.
 - (f) Detail the outlets that have been or will be paid for the advertising.
4. 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.

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Answer:

1. Please refer to the Department's response to question on notice 215(a) and response to question 2 below.
2.
 - (a) The Department expensed \$110,487.05 on government advertising and marketing, including job ads.
 - (b) To provide this level of detail would be an unreasonable diversion of departmental resources.
 - (c) To provide this level of detail would be an unreasonable diversion of departmental resources.
 - (d) There was no ministerial involvement in the commissioning process.
 - (e) Any advertising was approved as part of the regular business of the Department.
 - (f) To provide this level of detail would be an unreasonable diversion of departmental resources.
3. Recruitment advertising is conducted as required throughout the year in accordance with the Department of Finance's whole of government 'Recruitment Advertising Policy'. There is no campaign advertising or planned schedule for other advertising for the remainder of the 2015/16 Financial Year.
4. Approvals for any general departmental advertising, including recruitment advertising, is conducted in line with requirements under the *Public Governance, Performance and Accountability Act 2013*. The Department did not conduct any campaign advertising during this period requiring approval by the Minister or Prime Minister.