

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: 234(b)

Australian Broadcasting Corporation

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.

Answer:

1. The ABC does not separately identify marketing expenditure but rather captures the cost of all advertising (non-recruitment).
 - (a) It is not feasible to determine expenditure incurred specifically from 14 September 2015, so information has been provided for the period 1 September 2015 to 31 January 2016.

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Advertising (non-recruitment) expenditure incurred over this period amounted to approximately \$732,706.

- (b) Not feasible.
- (c) Expenditure in such instances is approved in accordance with the ABC's delegation procedures.
- (d) Not applicable.
- (e) The firms that were paid for advertising (non-recruitment) are as follows:

- AOD Digital;
- APN Outdoor;
- Audio on Demand;
- Australia Associated Press;
- Australian Association of Maths Teachers;
- Australian Science Teachers;
- Australia India Media Group;
- Bauer Media;
- Bridestowe Estate;
- Facebook;
- Fuse Productions;
- Getty Images;
- Go Transit Media;
- Google;
- IPG Connect;
- JSA Creative;
- Living Social;
- Private Medial Sales;
- Raft Comms;
- Razorfish;
- Red TV;
- Tempo Media;
- Twitter Ads;
- Walkin Promotions

2. It is not feasible to determine expenditure incurred specifically from 14 September 2015, so information has been provided for the period 1 September 2015 to 31 January 2016.

- (a) Government advertising (job ads) expenditure incurred over this period amounted to approximately \$31,742.
- (b) Not feasible.
- (c) The advertising appeared in newspapers, other relevant publications and on internet sites.
- (d) Not known, however, expenditure in such instances is approved in accordance with the ABC's delegation procedures.
- (e) Not applicable.
- (f) The outlets that were paid for advertising are as follows:
 - Amazon Web Services LLC;
 - Amrop Challis & Company;
 - Arts Hub Australia Pty Ltd;
 - Dentsu Mitchell Media Aus;
 - Ethical Jobs;
 - George Lombard Consultancy;
 - GrapevineJobs Limited;
 - Jocks Journal;
 - Looped Pty Ltd;
 - Radioinfo;

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- Radio Today Pty Ltd;
 - “Seek.com”.
3. No specific government advertising is planned.
 4. It is not feasible to provide copies of individual approval however expenditure in these instances are managed and approved in accordance with the ABC’s financial management policies and delegation procedures.