

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

**Question No: 234(c)**

**Special Broadcasting Service**

**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. SBS does not commission government marketing campaigns.
2. SBS does advertise for jobs
  - (a) Cost of this advertising in the period 14 September 2015 to 31 January 2016 was \$54,543.47
  - (b) Listing the itemised cost for each item of expenditure would be an unreasonable diversion of resources to gather this information
  - (c) Various outlets depending on job advertised
  - (d) The cost centre manager or the appropriate delegate for that department approves this expenditure
  - (e) Not applicable.
  - (f) Seek Limited and LinkedIn.
3. No government advertising is planned – SBS will place job advertisements when required.
4. N/A