

**Senate Standing Committee on Environment and Communications**

**Answers to Senate Estimates Questions on Notice**

**Additional Estimates Hearings February 2016**

**Communications Portfolio**

**Australia Post**

**Question No: 234(d)**

**Australia Post**

**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:**

1-4. Australia Post has not undertaken any government advertising since 14 September 2015 and is not planning to undertake any for the rest of the financial year.