

**Senate Standing Committee on Environment and Communications**

**Answers to Senate Estimates Questions on Notice**

**Additional Estimates Hearings February 2016**

**Communications Portfolio**

**Australian Communications and Media Authority**

**Question No: 234(e)**

**Australian Communications and Media Authority**

**Hansard Ref: Written, 19/2/2016**

**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. Nil.
2. Expenditure on government advertising (including job ads)
  - (a) \$9850.14.
  - (b) – (d)
    - The Australian, 1<sup>st</sup> October 2015, \$1105.91 (Amendment of the Radiocommunications (Prohibited Device) (RNSS Jamming Devices). Approved by Manager Spectrum Engineering.
    - The Wellington Times, 13 November 2015, \$84.48 (Changes to local license area plans) Approved by Manager Broadcasting Carriage Policy.
    - The Australian, 30<sup>th</sup> January 2016, \$1,995.14 (Proposes to vary the Telecommunications Numbering Plan) Approved by Senior Policy Officer, Numbering and Projects.
    - Seek advertising (14 September 2015 to 31 March 2016) \$2653.64. Approved by Assistant Manager People and Workplace.
    - LinkedIn advertising for RadComms 2016, 5 February to 1 March 2016, \$974.74. Approved by Executive Manager, Spectrum Operations and Services.
    - Facebook advertising for RadComms 2016, 5-26 February 2016: \$490.59. Approved by Executive Manager, Spectrum Operations and Services.
    - The Australian, 5X3 EGN, 25 February 2016: \$2,545.64. Public consultation on the variation to the international mobile roaming standard. Approved by manager, Consumer Interests.
  - (e) There was no ministerial involvement in commissioning the above advertising.
  - (f) The Australian, The Wellington Times, Seek, LinkedIn, Facebook.
3. Planned advertising for balance of 2015/16:
  - (a) Nil.
4. Approvals of the above advertising have been made by ACMA Executives (copies attached). The Prime Minister or his delegate, the Minister or the Department, have not been involved.