

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Additional Estimates Hearings February 2016

Communications Portfolio

Australia Council

Question No: 234(g)

Australia Council

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. There has been no expenditure on paid marketing.
2. Total cost: \$6,728.27 (GST inclusive) has been spent by the Australia Council on advertising, including job ads.

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Additional Estimates Hearings February 2016

Communications Portfolio

Australia Council

(a) \$6,728.27

(b) Expenditure items:

- Creative Foyer annual advertising subscription. \$1,430.00
- 10 ad job pack for Seek. \$1,288.32
- 10 ad job pack for Linked in. \$1,214.95
- Pro Bono Australia Job ad for Manager Co-Investment. \$95.00
- Koori Mail job ad for Marketing Coordinator. \$300.00
- Koori Mail job ad for Manager Evaluation & Writer – Strategy & Advocacy. \$150.00
- Koori Mail job ad for Arts Practice Director – Orchestra & Opera, Manager Co-Investment, Evaluation Officer, Designer & Publication Coordinator. \$500.00
- Koori Mail job at for Director Research & Knowledge Management. \$350.00
- Koori Mail ad for Celebrating Excellence in the Arts - Red Ochre Award and Dreaming Award. \$800.00
- Koori Mail ad for Chosen Cultural Apprenticeships or Residencies. \$600.00

(c) Advertising appeared in:

- Seek
- Linked in
- Koori Mail
- Creative Foyer
- Pro Bono Australia (Manager Co-Investment only)

(d) Approving officer:

- The HR Consultant approves each job ad before it is advertised with the various outlets.
- The Director Program Performance, Aboriginal and Torres Strait Arts approves Koori Mail ads for Red Ochre Award and Dreaming Award and Chosen Cultural Apprenticeships or Residencies.

(e) Not applicable.

(f) Outlets:

- Seek
- Linked in
- Koori Mail
- Creative Foyer
- Pro Bono Australia (Manager Co-Investment only)

3. No further advertising is planned for the rest of the financial year.

4. Providing the level of detail requested would involve an unreasonable diversion of resources.