

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Additional Estimates Hearings February 2016

Communications Portfolio

Bundanon Trust

Question No: 234(i)

Bundanon Trust

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. Marketing cost = \$28,074.61

27/11/2015	Siteworks filming edit and pro	\$ 600.00
27/11/2015	Siteworks filming	\$ 900.00
7/12/2015	Dan Sultan- editing	\$ 600.00
7/12/2015	Dan Sultan filming	\$ 900.00
15/12/2015	Post productionTAIKOZ/Ensembl	\$ 600.00
15/12/2015	TAIKOZ/Emsemble offspring film	\$ 900.00
6/01/2016	Ensemble offspring/taikoz phot	\$ 500.00
25/01/2016	Big Draw post production editi	\$ 600.00
25/01/2016	Big Draw filming	\$ 900.00
3/02/2016	KEITH SAUNDERS PHOTOGRAPHY	\$ 60.00
16/02/2016	Documentation -photography for	\$ 500.00
17/02/2016	Green army editing of film	\$ 600.00
17/02/2016	Green Army filming	\$ 900.00
	Total	\$28,074.61

2. Nil

3. Nil

4. N/A