

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Additional Estimates Hearings February 2016
Communications Portfolio
Creative Partnerships Australia

Question No: 234(j)

Creative Partnerships Australia

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. Creative Partnerships has spent nil on agency marketing between 14 Sep and 29 Feb.
 - (a) Nil
 - (b) Not applicable
 - (c) Not applicable
 - (d) Not applicable
 - (e) Not applicable

2. Creative Partnerships spent nil on advertising between 14 Sep and 29 Feb
 - (a) Nil
 - (b) Not Applicable
 - (c) Not Applicable
 - (d) Not Applicable
 - (e) Not Applicable
 - (f) Not Applicable

3. Creative Partnerships has no plans to purchase advertising before the end of the financial year.
 - (a) Nil
 - (b) Not Applicable
 - (c) Not Applicable
 - (d) Not Applicable
 - (e) Not Applicable
 - (f) Not Applicable

4. Not applicable