

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Additional Estimates Hearings February 2016

Communications Portfolio

National Collecting Institutions

Question No: 234(k)

National Collecting Institutions

Hansard Ref: Written, 19/02/2016

Topic: Government advertising/marketing

Senator Ludwig asked:

National Cultural Institutions

- Australian National Maritime Museum
- National Film and Sound Archive
- National Gallery of Australia
- National Library of Australia
- National Museum of Australia
- National Portrait Gallery
- The Museum of Australian Democracy

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:

Australian National Maritime Museum

1. (a) \$351,057.
(b) To attempt to provide the cost for each item of expenditure would require an unreasonable diversion of resources. During the reporting period, ANMM marketing expenditure was directed to domestic tourism, international tourism, various exhibitions and attractions (including “Horrible Histories Pirates: the Exhibition”, “Shackleton: Escape from Antarctica” and “Action Stations”) and general museum promotion.
(c) The expenditure was approved by ANMM officers with the appropriate financial delegation.
(d) Nil.
(e) The following firms provided marketing services to ANMM during the specified period: The Informed Tourist, Representing Tourism, Salt, Banners Online, Australian Attractions, Destination NSW, Cactus, VFX, Ensemble, Kennards, ACMN, Spinifex, Mushroom, Rosco, Vision Graphics, Riedel, VFX, Kwik Kopy, Bloke, Ligare, Slingshot Design, The Store, Laissez-Faire, Kwik Kopy, NB Communications, Momentum.
2. (a) \$300,503.
(b) To attempt to provide the cost for each item of expenditure would be an unreasonable diversion of resources.
(c) The following advertising vehicles were used by ANMM over the reporting period: Photofile; What’s On in Sydney; Sydney Map - Chinese Edition; Sydney’s Child, Canberra’s Child; Lets Go Kids; The Daily Telegraph; Facebook; Google; YouTube; JCD street furniture; APN Outdoor busbacks; APN Outdoor bus wraps; APN Outdoor digital billboards train stations; Canberra Times; Sydney Morning Herald; Val Morgan; Darling Harbour pylon banner. Job advertisements appeared in the following places: APS Jobs website, Seek and Museum Australia.
(d) The expenditure was approved by ANMM officers with the appropriate financial delegation.
(e) Nil.
(f) To attempt to provide the requested detail would require an unreasonable diversion of resources
3. (a) The expenditure on advertising for the rest of the 2015-16 financial year is yet to be determined.
(b) Yet to be determined.
(c) Yet to be determined.
(d) N/A.
(e) Nil.
(f) Yet to be determined.
4. No approvals were sought from the Prime Minister, the Minister or their delegates. To provide copies of the approvals for advertising expenditure would be an unreasonable diversion of resources.

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National Film and Sound Archive

1. (a) \$351,057.
(b)-(f) Expenditure in the NFSA's financial management system is recorded in such a way that to extract the relevant information would require an unreasonable diversion of resources.
2. (a) The NFSA has spent \$9,246.21 (excluding GST) on government advertising in the relevant period.
(b)-(f) Expenditure in the NFSA's financial management system is recorded in such a way that to extract the relevant information would require an unreasonable diversion of resources.
3. Government advertising for the remainder of the financial year will be undertaken by the NFSA on an as-needs basis.
4. To attempt to provide the requested detail would require an unreasonable diversion of resources.

National Gallery of Australia

1. Total amount spent on advertising and marketing costs was \$473,320 for the period. Listing each item and indicating the approving officer would require an unreasonable diversion of resources.
2. Total amount spent on advertising and marketing costs, including advertising for job ads was \$477,160 for the period. Listing each item and indicating the approving officer would require an unreasonable diversion of resources.
3. None.
4. N/A.

National Library of Australia

- 1-4. To attempt to provide the level of detail requested would involve an unreasonable diversion of resources.

National Museum of Australia

1. (a) \$368,415 (GST Excl)
(b) The National Museum expenditure on marketing relates to current exhibitions and public programs. To attempt to provide further of detail would require an unreasonable diversion of resources.
(c) To attempt to provide this level of detail would require an unreasonable diversion of resources.
(d) N/A.
(e) To attempt to provide this level of detail would require an unreasonable diversion of resources.
2. (a) \$13,427 (GST Excl)
(b) Job ads \$13,427 (GST excl)
(c) To attempt to provide this level of detail would require an unreasonable diversion of resources.
(d) To attempt to provide this level of detail would require an unreasonable diversion of resources.

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- (e) N/A.
- (f) To attempt to provide this level of detail would require an unreasonable diversion of resources.
- 3. Government advertising for the rest of the financial year will be job ads for vacancies that become available.
- 4. N/A.

National Portrait Gallery

- 1. Nil.
- 2. Nil.
- 3. The National Portrait Gallery are not planning on spending any money on Government advertising for the remainder of the financial year.
- 4. N/A.

The Museum of Australian Democracy

- 1. (a) \$85,402.
(b)-(c) To attempt to provide the level of detail requested would require an unreasonable diversion of resources.
(d) Nil.
(e) To attempt to provide the level of detail requested would require an unreasonable diversion of resources.
- 2. (a) \$85,402.
(b)-(d) To attempt to provide the level of detail requested would require an unreasonable diversion of resources.
(e) Nil.
(f) To attempt to provide the level of detail requested would require an unreasonable diversion of resources.
- 3. Advertising for the portfolio for the remainder of the financial year will be undertaken on an as-needs basis.
- 4. To attempt to provide the level of detail requested would require an unreasonable diversion of resources.