

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Additional Estimates Hearings February 2016

Communications Portfolio

Screen Australia

Question No: 234(l)

Screen 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.

Answer:

1. a) \$5,807.
 - b) Hollywood Reporter ad, Women in TV \$5,307.
Design costs for Women in TV ad, \$500.
 - c) Head of Business & Audience, Screen Australia.
 - d) Not applicable.
 - e) The ad was published in the Hollywood Reporter for MIPCOM 2015 (TV market in Cannes).

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2. a) \$5,987.
 - b) To attempt to provide the level of detail requested would involve an unreasonable diversion of resources.
 - c) Koori Mail, Seek, Artshub, Grapevine, Creative Foyer.
 - d) Human Resources Manager.
 - e) There was no ministerial or ministerial staff involvement in the commissioning process.
 - f) See response to 2(c).
3. Not applicable.
4. Not applicable.