

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Budget Estimates Hearings May 2014**  
**Communications Portfolio**  
**Australia Post**

**Question No: 247**

**Program No: Australia Post**

**Hansard Ref: In Writing**

**Topic: Advertising**

**Senator Ludwig asked:**

1. How much has the Department/Agency spent on Advertising since 25 February 2014? Including through the use of Agencies.
2. Please detail each advertising campaign including its cost, where the advertising appeared, production costs, who approved, ministerial or ministerial staff involvement in commissioning.

**Answer:**

- 1-2. Australia Post spent a total of \$12.3m on advertising (covers new products, services and recruitment) from 1 February to 31 May 2014. The specific details sought about advertising across the entire corporation are not captured on any central database. As such, Australia Post is not in a position to provide the information requested.