

**Senate Standing Committee on Environment and Communications**  
**Legislation Committee**  
Answers to questions on notice  
**Environment portfolio**

**Question No:** 242  
**Hearing:** Budget Estimates  
**Outcome:** Corporate  
**Programme:** Policy and Communications Division (PCD)  
**Topic:** Portfolio wide – government advertising  
**Hansard Page:** N/A  
**Question Date:** 26 May 2014  
**Question Type:** Written

**Senator Ludwig asked:**

How much has been spent on government advertising (including job ads) since Additional Estimates in February, 2014?

- a) List each item of expenditure and cost
- b) List the approving officer for each item
- c) Detail the outlets that were paid for the advertising

**Answer:**

**The Department**

1. The total spend on non-campaign advertising between 24 February 2014 and 31 May 2014 was \$155,492.11. This includes gazette and recruitment advertising, public information notices, request for tenders, and expressions of interest.
  - a) Providing specific details about the expenditure for each item would involve an extensive manual process and therefore, in the context of existing workloads, an unreasonable diversion of resources.
  - b) Approvals are based on standard financial delegations according to the expenditure amount. Providing specific details about the approving officer for each item would involve an extensive manual process and therefore, in the context of existing workloads, an unreasonable diversion of resources.
  - c) Providing specific details about the outlets that were paid for each item would involve an extensive manual process and therefore, in the context of existing workloads, an unreasonable diversion of resources.

**Australian Antarctic Division**

1. The total spend on government advertising (including job ads) since Additional Estimates in February 2014 was \$5,792.31
  - a) Refer table below.
  - b) Refer table below.
  - c) Refer table below.

<b>Expenditure Item</b>	<b>Outlet Paid</b>	<b>Approving Officer</b>	<b>GST Inclusive Amount \$</b>
Legislative Gazette	Office of Parliamentary Counsel	EL2	671.00
Legislative Gazette	Office of Parliamentary Counsel	EL2	737.00
Recruitment – Electrical Supervisor	Adcorp	EL2	303.29
Public Notice – Research & Grant Approvals	Adcorp	EL2	2,908.03
Recruitment – Electrical Supervisor	Adcorp	EL2	601.81
Recruitment – Scientific Systems Technician	Adcorp	EL2	285.18
Legislative Gazette	Office of Parliamentary Counsel	EL2	209.00
Legislative Gazette	Office of Parliamentary Counsel	EL2	77.00
			<b>5,792.31</b>

### **Bureau of Meteorology**

1. The total spend on government advertising (including job ads) since Additional Estimates in February 2014 was \$10,188.29
  - a) Refer table below.
  - b) Refer table below.
  - c) Refer table below.

<b>Item</b>	<b>Outlet</b>	<b>Approving Officer</b>	<b>Cost (incl GST)</b>
Advertising of Vacant Positions - Various	Adcorp	Business Manager, Corporate Services	\$10,188.29
<b>Total</b>			<b>\$10,188.29</b>

### **Clean Energy Regulator**

The total spend on government advertising (including job ads) since Additional Estimates in February 2014 was \$9,315.82 (GST inclusive).

- a) The itemised costing cannot be provided as the Clean Energy Regulator is invoiced annually for its APSjobs subscription. The yearly invoice does not provide detailed costings for individual advertisements as it is charged on a 'per word' basis.
- b) Refer table below.
- c) Refer table below.

<b>Item description</b>	<b>Date</b>	<b>Approving Officer</b>	<b>Outlet</b>
Expression of Interest 42/14	16/04/2014	Chloe Munro CEO	APSJobs
Expression of Interest 43/14	16/04/2014	Chloe Munro CEO	APSJobs

### **Climate Change Authority**

- 1. Nil.
- a) Not applicable.
- b) Not applicable.
- c) Not applicable.

### **Great Barrier Reef Marine Park Authority**

- 1. The total spend on government advertising (including job ads) since Additional Estimates in February 2014 was \$27,567.05 (GST inclusive) excluding production costs
- a) Refer table below.
- b) Refer table below.
- c) Refer table below.

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CAMPAIGN NAME	AMOUNT INC GST  (EXCLUDING PRODUCTION COSTS)	APPROVING OFFICER	OUTLETS WHO WERE PAID FOR THE ADVERTISING	PRODUCTION COSTS (INC GST)	WHERE DID THE ADVERTISING APPEAR?	WERE MINISTERIAL OR MINISTERIAL STAFF INVOLVED IN COMMISSIONING?
Statutory advertising - North Qld Bulk Ports - Abbot Point	\$ 130.00	Ports and Shipping - Manager	Office of Parliamentary Counsel	\$ -	Gazette	No
Statutory advertising - North Qld Bulk Ports - Abbot Point	\$ 130.00	Ports and Shipping - Manager	Office of Parliamentary Counsel	\$ -	Gazette	No
Statutory advertising - Dent Island Lightstation Heritage Management Plan	\$ 130.00	Field Management - Project Officer	Office of Parliamentary Counsel	\$ -	Gazette	No
Zoning education (Fish & Boat magazine - February edition)	\$ 323.85	Field Management - Compliance Planning Manager	Adcorp	\$ -	Fish & Boat Magazine	No
Zoning education (Fish & Boat magazine - March edition)	\$ 323.85	Field Management - Compliance Planning Manager	Adcorp	\$ -	Fish & Boat Magazine	No
Zoning education (Fish & Boat magazine - April edition)	\$ 323.85	Field Management - Compliance Planning Manager	Adcorp	\$ -	Fish & Boat Magazine	No
Zoning education (Fish & Boat magazine - May edition)	\$ 323.85	Field Management - Compliance Planning Manager	Adcorp	\$ -	Fish & Boat Magazine	No
Zoning education (Boat Ramp signage)	\$ 2,101.56	Field Management - Compliance Planning Manager	Signtime	\$ -	Shoalwater Bay x 3	No
Zoning education (Boat Ramp signage)	\$ 304.81	Field Management - Compliance Planning Manager	Signtime	\$ -	Machan's beach x 1	No
Zoning education (Boat Ramp signage)	\$ 914.32	Field Management - Compliance Planning Manager	Signtime	\$ -	Cooktown x 1, Ayr x 2	No
Queensland Seafood Magazine	\$ 1,221.00	Ecosystem Conservation and Resilience - Acting Director	Queensland Seafood Magazine	\$ -	Queensland Seafood Magazine	No
Volunteer open night Print Advertising	\$ 299.39	Reef HQ - Public Relations Officer	Universal McCann	\$ 50.00	Townsville Bulletin	No
Volunteer open night Print Advertising	\$ 299.39	Reef HQ - Public Relations Officer	Universal McCann	\$ 50.00	Townsville Sun	No
Magnetic Island Guide	\$ 931.70	Reef HQ - Public Relations Officer	Island Impressions	\$ -	North Queensland	No
Facebook	\$ 1,025.08	Reef HQ - Public Relations Officer	Facebook	\$ -	North Queensland	No
Yellow Pages	\$ 806.00	Reef HQ - Public Relations Officer	Sensis	\$ -	Sensis/Yellow Pages	No
Townsville Holiday and Travel Guide	\$ 2,400.00	Reef HQ - Public Relations Officer	Townsville Enterprise	\$ 120.00	Australia Wide	No
Travautobarn	\$ 200.00	Reef HQ - Public Relations Officer	Sealink	\$ -	Australia Wide	No
Motorhome Australia	\$ 430.90	Reef HQ - Public Relations Officer	Vink Publishing	\$ -	Australia Wide	No
Regional Print campaign	\$ 600.00	Reef HQ - Public Relations Officer	Townsville Enterprise	\$ -	Mackay/Cairns	No
Love It Up! Campaign	\$ 4,080.00	Reef HQ - Public Relations Officer	Universal McCann	\$ 50.00	Townsville Region 106.3FM	No
Love It Up! Campaign Print Advertising	\$ 1,400.00	Reef HQ - Public Relations Officer	Universal McCann	\$ 120.00	Townsville Bulletin	No
Love It Up! Campaign Social Media Advertising	\$ 500.00	Reef HQ - Public Relations Officer	Facebook	\$ -	Facebook	No
Easter School Holidays Radio Advertising	\$ 2,467.50	Reef HQ - Public Relations Officer	Universal McCann	\$ 100.00	Townsville Region 106.3FM	No
Easter School Holidays Television Advertising	\$ 4,000.00	Reef HQ - Public Relations Officer	Universal McCann	\$ 100.00	Townsville Region Channel 7	No
Easter School Holidays	\$ 500.00	Reef HQ - Public Relations Officer	Facebook	\$ -	Townsville Region	No
Function/Conferencing Advertising	\$ 1,400.00	Reef HQ - Public Relations Officer	Universal McCann	\$ -	Townsville Bulletin	No
<b>TOTAL</b>	<b>\$ 27,567.05</b>					

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**Murray-Darling Basin Authority**

1. Nil.
- a) Not applicable.
- b) Not applicable.
- c) Not applicable.

**National Water Commission**

2. Nil.
- a) Not applicable.
- b) Not applicable.
- c) Not applicable.

**Director of National Parks**

2. The total spend on government advertising (including job ads) since Additional Estimates in February 2014 was \$2,094.23
- a) Refer table below.
- b) Refer table below.
- c) Refer table below.

<b>Amount (\$)</b>	<b>Description</b>	<b>Approver</b>	<b>Outlet paid</b>
\$100.00	Public notice advertising in the local newsletter for Cocos Islands	Park Manager, Pulu Keeling National Park	The Atoll
\$277.87	Seek job advertising to fill Kakadu Tourism Services Officer position.	Tourism and Visitor Services Manager, Kakadu National Park	AdCorp
\$1600.00	Australian National Botanic Gardens advert in annual Education Planner for 2014	Visitor Services Manager, Australian National Botanic Gardens	The National Capital Education Tourism
\$116.36	Australian National Botanic Gardens - promotional flyer on tourism with attractions and accommodation providers.	Visitor Services Manager, Australian National Botanic Gardens	Brochure Distribution Services

## **Sydney Harbour Federation Trust**

1. The total spend on government advertising (including job ads) since Additional Estimates in February 2014 was \$32,844.12.
  - a) Refer table below.
  - b) Refer table below.
  - c) Refer table below.

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<b>Advertisement Description</b>	<b>Cost</b>	<b>Approving Officer</b>	<b>Advertising Outlet</b>
Ranger job advertising	\$ 440.00	HR Manager	Employment Office Australia
Tourist Attraction Installation	\$ 336.60	Marketing Manager	Sensis Pty Ltd
Trip Advisor Business Listing	\$ 2,110.68	Marketing Manager	Trip Advisor
Media Advertising Glamping Accommodation Cockatoo Island	\$ 1,545.50	Marketing Manager	Adcorp Australian Limited
Media Advertising Accommodation Cockatoo Island	\$19,003.14	Marketing Manager	Adcorp Australian Limited
Media Advertising School Education Program	\$ 2,310.00	Marketing Manager	Walsh Media Pty Ltd
Digital advertorial with image for Accommodation Cockatoo Island	\$ 1,974.50	Marketing Manager	Print & Digital Publishing Pty Ltd
Media Production for Biennale Campaign - Print & Online Creative.	\$ 4,207.50	Marketing Manager	Adcorp Australian Limited
Sydney Day Tour ad in the Group link Guide 2014	\$ 320.00	Marketing Manager	Group Link
Stays Accommodation Advertising	\$ 596.20	Accommodation Manager	Stayz Pty Ltd
<b>Total</b>	<b>\$ 32,844.12</b>		