

**Economics Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**  
Industry, Innovation and Science Portfolio  
2015-16 Additional Budget Estimates  
11 February 2016

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**DEPARTMENT:** DEPARTMENT OF INDUSTRY, INNOVATION AND SCIENCE

**TOPIC:** Government advertising/marketing

**REFERENCE:** Written questions – Senator Ludwig

**QUESTION No.:** AI-111

Since the change of Prime Minister on 14 September, 2015:

1. How much has been spent by the department / agency on marketing?
  1. List the total cost
  2. List each item of expenditure and cost
  3. List the approving officer for each item.
  4. Detail the ministerial or ministerial staff involvement in the commissioning process.
  5. Which firm provided the marketing?
2. How much has been spent by the department / agency on government advertising (including job ads)?
  1. List the total cost
  2. List each item of expenditure and cost
  3. Where the advertising appeared
  4. List the approving officer for each item.
  5. Detail the ministerial or ministerial staff involvement in the commissioning process.
  6. Detail the outlets that were paid for the advertising.
3. What government advertising is planned for the rest of the financial year?
  1. List the total expected cost.
  2. List each item of expenditure and cost.
  3. Where the advertising will appear
  4. List the approving officer for each item.
  5. Detail the ministerial or ministerial staff involvement in the commissioning process.
  6. 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. The department engages in a range of activities to provide information to a broad cross-section of stakeholders. To provide the level of detail requested for those activities which may fall under the general description of marketing would be an unreasonable diversion of departmental resources. The cost of advertising for the Department for the period 14 September 2015 to 31 January 2016 will be included in the 2015/16 Annual Report. Payments of \$11,183 or less (GST exclusive) are not reported. Market research would be approved by SES Band 1 or higher.
2. See attached table. Providing more information would be an unreasonable diversion of resources.

<b>Cost \$ (Exc GST)</b>	<b>Item</b>	<b>Location (Online/publication)</b>	<b>Ministerial Involvement</b>	<b>Provider/Outlet</b>
12,290	Distribution and postcard printing for Avant Cards promoting <i>Spiders</i> exhibition at Questacon	Printed postcards	No  MBA approved by Marketing Manager, Denita Bryce	Avant Cards via Mitchell and Partners Australia
336,494	Home Insulation Program Industry Payment Scheme Advertising	Major metropolitan and regional newspapers	No	Mitchell and Partners
30,880	2015-16 Public Service Gazette Charges	Online	No	Australian Public Service Commission
23,130	Recruitment Advertising September 15 to January 16	Online	No	LinkedIn Ireland Limited
49,067	Rad Waste Site Press Advertising	National and major regional newspapers	No	Mitchell and Partners

3. The cost of planned and approved advertising for the Department for the 2015-16 financial year is between \$28,139,234 and \$28,159,234 (GST exclusive). Payments of \$11,183 or less (GST exclusive) are not reported. Advertising would be approved by SES Band 1 or higher.

<b>Cost \$ (Exc GST)</b>	<b>Item</b>	<b>Location (Online/publication)</b>	<b>Ministerial Involvement</b>	<b>Provider/Outlet</b>
23,500	2 x 3 week campaigns promoting <i>Spiders</i> . A cinema ad and digilites are included in the campaigns. The first campaign will commence on 31 March and the second campaign will commence on 9 June (2016-17 fin. year).	The cinema advertising will occur in Canberra and regional eastern NSW.  Digilites will be located in Canberra cinema.	Nil  MBA approved by Marketing Manager, Denita Bryce	Val Morgan via Mitchell and Partners Australia
11,222	2 x print ads in Holidays with Kids. 1 x digital newsletter ad. 2 x e-blasts. 1 x Facebook	Holidays with kids printed magazine, email, website and Facebook page	Nil MBA approved by Marketing and Partnerships Manager, Michelle Canning	Holidays with Kids via Mitchell and Partners Australia

	promotion. All items will be promoting <i>Spiders</i>			
15,954,512	Media placement of creative	Online, television, radio, newspapers, and magazines	Whole of Government process	Mitchell and Partners Australia
50-70,000	Rad Waste Press Advertising for site shortlist announcement	National, local and regional newspapers,	n/a	Dentsu Mitchell

4. Approvals are given through the Department's financial management system and cannot be provided.