

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

DEPARTMENT: DEPARTMENT OF INDUSTRY, INNOVATION AND SCIENCE

TOPIC: ORIMA Research

REFERENCE: Question on Notice (Hansard, 11 February 2016, pages 99-100)

QUESTION No.: AI-21

Senator KIM CARR: I have just about finished this line of questioning. I have one more. There is another one for ORIMA for \$455,000. This one is 7061—research services, market research, focus groups and survey. That is for \$455,000, is it?

Ms Cook : That is the ORIMA Research one that we referred to before—the \$413,000 one, excluding GST—and that is for the evaluation, research, benchmark and so forth.

Senator KIM CARR: So they will be focus group evaluations, will they?

Ms Cook : It will follow the normal process for whole-of-government for research.

Senator KIM CARR: How much is the department spending on advertising this financial year?

Ms Cook : I would have to take that on notice for this financial year.

Senator KIM CARR: You do not know?

Ms Cook : I can tell you the amount of information that is in the annual report for 2014-15, but I would have to take on notice—

Senator KIM CARR: That will help me for a starter. What does the annual report tell me?

Ms Graham : The annual report will tell you the advertising expenditure in the department for the last financial year.

Senator KIM CARR: I want to know this financial year. Where do I find that information?

Ms Beauchamp : We would have to take that on notice. Advertising covers not just the government campaigns, but advertising for jobs, providing information to businesses—

Senator KIM CARR: You can separate out the types of advertising. I am interested in knowing how much you are spending on TV advertising, social media advertising—campaign advertising, if you like—for government programs.

Ms Beauchamp : We can take that on notice. As usual, we have provided that sort of detail in questions on notice, so that is not a problem.

ANSWER

Please refer to the response to AI-111.