

**Senate Economics Legislation Committee**  
ANSWERS TO QUESTIONS ON NOTICE  
**Treasury Portfolio**  
Additional Estimates  
2015 - 2016

**Department/Agency:** IGT  
**Question:** AET 3625-3628  
**Topic:** Government advertising/marketing  
**Reference:** Written - 19 February 2016  
**Senator:** Ludwig, Joe

**Question:**

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

3625. 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?

3626. 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.

3627. 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.

3628. 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:**

3625. **Nil.**

- a) **Not applicable**
- b) **Not applicable**
- c) **Not applicable**
- d) **Not applicable**
- e) **Not applicable**

3626.

- a) **\$9,152.74**
- b) **Seeking stakeholder submissions and input into the:**
  - **Inspector-General of Taxation's Review into the Taxpayers' Charter and taxpayer protections- \$4,576.37**
  - **Inspector-General of Taxation's Review into the Australian Taxation Office's Employer Obligation Audits - \$4,576.37**
- c) **Responses relating to AET 3626 (b)**
  - **Daily Telegraph**
  - **Herald Sun**
  - **Courier Mail**
  - **Adelaide Advertiser**
  - **West Australian**
  - **Canberra Times**
  - **Hobart Mercury**
  - **Northern Territory News**
  - **Australian Financial Review**
  - **The Australian**

d) **Chief Finance Officer.**

e) **Not applicable.**

f) **Dentsu Mitchell**

3627. **Nil.**

3628. **The Inspector-General of Taxation has no campaign advertising.**