

Senate Economics Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates

2015 - 2016

Department/Agency: PC

Question: AET 3629-3632

Topic: Government advertising/marketing

Reference: written - 19 February 2016

Senator: Ludwig, Joe

Question:

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

3629. 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?

3630. 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.

3631. 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.

3632. 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:

As at 19 February 2016:

3629. Nil

3630.

Purpose	Paper and Date	Approving Officer	Cost (GST Exclusive)
Public Inquiries and Hearings (Migrant Intake into Australia)	The Australian 27/11/2015	Assistant Commissioner	\$982
Public Inquiries and Hearings (Regulation of Agriculture)	The Australian 27/11/2015, Land Newspaper 03/12/2015, Stock & Land 03/12/2015	Assistant Commissioner	\$1,959
Public Inquiries and Hearings (Marine Fisheries and Aquaculture)	The Australian 09/02/2016	Assistant Commissioner	\$981
Public Inquiries and Hearings (Marine Fisheries and Aquaculture)	The Australian 20/02/2016 & Australian Financial Review 19/02/2016	Assistant Commissioner	\$5,027
Public Inquiries and Hearings (Marine Fisheries and Aquaculture)	Geraldton Guardian 19/02/2016, Port Lincoln Times 18/02/2016, Mt Gambier Border Watch 19/02/2016, Lakes Entrance Post 17/02/2016, Hobart Mercury 20/02/2016, Launceston Examiner 20/02/2016, Taree Manning Great Lakes Extra 18/02/2016, Franklin Huon Valley News 17/02/2016, Eden Imlay Magnet 18/02/2016, Grafton Examiner 20/02/2016	Assistant Commissioner	\$2,462
Public Inquiries and Hearings (Superannuation)	The Australian 25/02/2016 & Australian Financial Review 25/02/2016	Assistant Commissioner	\$2,084

e) Not Applicable

f) Dentsu Mitchell Media Australia Pty Ltd

3631. The Commission will continue to advertise public inquiries and hearings as they arise.

3632. To attempt to provide this level of detail would involve an unreasonable diversion of agency resources.