

**Economics Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**  
Industry Portfolio  
Budget Estimates Hearing 2014-15  
2-3 June 2014

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**AGENCY/DEPARTMENT:** DEPARTMENT OF INDUSTRY

**TOPIC:** Government Advertising

**REFERENCE:** Written Questions – Senator Ludwig

**QUESTION No.:** BI-116

1. 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
2. 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. List the approving officer for each item
  - d. Detail the outlets that have been or will be paid for the advertising

**ANSWER**

1. The cost of advertising for the Department for the period 28 February 2014 to 30 June 2014 is \$126,046 (GST exclusive). Payments of \$11,000 or less (GST exclusive) are not reported. Government advertising would be approved by SES Band 1 or higher.

<b>Details of expenditure</b>	<b>Cost \$ (GST exclusive)</b>	<b>Provider</b>
Business.gov.au online advertising	18,650	Universal McCann
Business Online Services online advertising	47,009	Universal McCann
Geelong Region Innovation Investment Fund/North Melbourne Innovation Investment Fund advertising	13,451	Universal McCann
Online advertising for updated edition of yourhome.gov.au	17,404	ADCORP Australia
R&D Tax Incentive advertising	29,532	Universal McCann

2. The department has no planned advertising expenditure as at 30 June 2014.