

Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Industry and Science Portfolio
2015-16 Budget Estimates
3 and 4 June 2015

AGENCY/DEPARTMENT: DEPARTMENT OF INDUSTRY AND SCIENCE

TOPIC: Advertising

REFERENCE: Question on Notice (Hansard, 4 June 2015, page 36)

QUESTION No.: BI-41

Senator KIM CARR: As distinct from market research, what was the department's total spending on advertising in 2014-15—

Ms Beauchamp: Does that include advertising for positions?

Senator KIM CARR: Yes, the advertising budget. And you may break that down, if you would, into the different categories of advertising. Have any of your advertising campaigns gone to the Independent Communications Committee?

ANSWER

The department's total spend on advertising for the period 1 July 2014 to 30 May 2015 is \$550,941 (GST exclusive). This does not include expenditure below the \$12,400 (GST inclusive) reporting threshold.

This advertising falls under the 'Media Advertising Organisation' category and may include public notices, tender notices or invitations to make submissions. All expenditures went through the necessary approval processes.