

**Senate Economics Legislation Committee**

**ANSWERS TO QUESTIONS ON NOTICE**

**Treasury Portfolio**

**Supplementary Budget Estimates**

2014 - 2015

**Department/Agency: ABS**

**Question: SBT441-442**

**Topic: Government advertising**

**Reference: Written - 30 October 2014**

**Senator: Ludwig, Joe**

**Question:**

441. How much has been spent on government advertising (including job ads)?
- 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
442. 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:**

441. From 3 June 2014 to 30 October 2014, \$87,026.24 was spent on government advertising.
- a) Refer to the table below.
  - b) To attempt to provide this level of detail would involve an unreasonable diversion of departmental resources.
  - c) Refer to the table below.

<b>Amount</b>	<b>Description</b>	<b>Supplier/Vendor</b>
<b>Advertising</b>		
\$3482.52	Melbourne Age and Melbourne MX advertisements for cog interviewing in Melbourne in June 2014	ADCORP AUSTRALIA LTD
\$438.25	Canberra Times advertisement for usability testing in May 2014	ADCORP AUSTRALIA LTD
\$1342	Field Officer Advertising - Seek	ADCORP AUSTRALIA LTD
\$465.15	Sthn Gazette : Field Officers - position vacant :	ADCORP AUSTRALIA LTD
\$7344.14	Advertising expenses for the 2014 Census Field Test held in Albany, WA	MITCHELL & PARTNER AUSTRALIA PTY LTD
\$4396.78	Advertising expenses for the 2014 Census Field Test held in Albany, WA	MITCHELL & PARTNER AUSTRALIA PTY LTD
\$3649.38	Advertising expenses for the 2014 Census Field Test held in Albany, WA	MITCHELL & PARTNER AUSTRALIA PTY LTD

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\$274.93	Advertising expenses for the 2014 Census Field Test held in Albany, WA	MITCHELL & PARTNER AUSTRALIA PTY LTD
\$5443.59	Advertising expenses for the 2014 Census Field Test held in Albany, WA	MITCHELL & PARTNER AUSTRALIA PTY LTD
\$359.65	Survey recipients	ADCORP AUSTRALIA LTD
\$1606.61	Advertising Herald Sun survey assistance	ADCORP AUSTRALIA LTD
\$363.64	Advertising in mathematics journal	MATH ASSOC NSW INC
\$90.91	Advertising in mathematics journal	THE MATHEMATICAL ASS
\$136.36	Advertising	PAYPAL *QUEENSLANDA
\$100.00	Advertisement	PAYPAL *QUEENSLANDA
\$427.27	Advertising	AUST ASSOC OF MATH
\$49.01	Facebook adverts	FACEBK *F6UEE62NN2
\$38.50	2014 Census test	FACEBK *XA6PD62MN2
<b>Graduate Recruitment Advertising</b>		
\$975	Graduate career fair in QLD	QUT STRATAPAY
\$1150	University of Qld Career Fair	UQ ST LUCIA CASHIER
\$45.45	University of Wollongong	UNI OF WOLLONGONG
\$1300	2014 AAGE Conference	AAGE
<b>General Recruitment Advertising</b>		
\$43,203.44	Advertising ABS Statistician role	DEPARTMENT OF THE TREASURY
\$3,565.45	FIELD OFFICER ADVERTISING - multiple locations	ADCORP AUSTRALIA LTD
\$2,413.45	FIELD OFFICER ADVERTISING - Albany Advertiser, Seek, Southern Gazette	ADCORP AUSTRALIA LTD
\$202.67	FIELD OFFICER ADVERTISING - Strathalbyn Southern Argus	ADCORP AUSTRALIA LTD
\$1,276.31	FIELD OFFICER ADVERTISING - Guardian Messenger, Mitcham & Hills Messenger, Southern Times Messenger	ADCORP AUSTRALIA LTD
\$374.07	FIELD OFFICER ADVERTISING - Albany & Great Southern Weekender	ADCORP AUSTRALIA LTD
\$276.07	FIELD OFFICER ADVERTISING - Albany Advertiser	ADCORP AUSTRALIA LTD

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\$366.00	Administration fees	ADCORP AUSTRALIA LTD
\$518.50	FIELD OFFICER ADVERTISING - Seek	ADCORP AUSTRALIA LTD
\$381.03	Display job ad in Koori Mail	MITCHELL & PARTNER AUSTRALIA PTY LTD
\$381.02	Display job ad in Koori Mail	MITCHELL & PARTNER AUSTRALIA PTY LTD
\$290.00	Internet display ad	MITCHELL & PARTNER AUSTRALIA PTY LTD
\$290.00	Internet display ad	MITCHELL & PARTNER AUSTRALIA PTY LTD
\$9.09	General recruitment	PAYPAL *FLINDERSUNI
<b>\$87,026.24</b>	<b>TOTAL</b>	

442. (a) – (d). There is no campaign advertising planned for the rest of the financial year. Non-campaign advertising, including recruitment advertising, is planned on a case-by-case basis with consideration of ABS business needs. All such advertising would be commissioned in line with relevant Government advertising policies and placed through the government’s Master Media Agency (MMA).