

**Senate Economics Legislation Committee**

**ANSWERS TO QUESTIONS ON NOTICE**

**Treasury Portfolio**

Supplementary Budget Estimates

2016 - 2017

**Division/Agency:** Australian Bureau of Statistics

**Question No:** 38

**Topic:** 2016 Census – online advertising

**Reference:** Written

**Senator:** Ketter, Chris

**Question:**

- 1) How much did the ABS spend on online advertising?
- 2) How much did the ABS spend on Google ads in response to the Island Australia plan being activated

**Answer:**

- 1) The total amount spent by the Australian Bureau of Statistics (ABS) for online advertising for the 2016 Census of Population and Housing communication campaign was \$4,276,194.82 (GST exclusive). This cost relates to online video, digital, mobile, social and search advertising across mainstream, culturally and linguistically diverse and Indigenous audiences.
- 2) The ABS did not incur any additional costs on Google ads in response to the Island Australia plan being activated.