

Senate Committee: Education and Employment

**QUESTION ON NOTICE
Additional Estimates 2015 - 2016**

Outcome: Agency: AIATSIS

Department of Education and Training Question No. SQ16-000593

Senator Ludwig, Joe provided in writing

AIATSIS: Government advertising/marketing

Question

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

1. 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?
2. 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.
3. 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.
4. 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

The Australian Institute of Aboriginal and Torres Strait Islander Studies has provided the following response.

1.
 - a. \$238.02
 - b.

Indigenous community event - Warlpiri art market Subscriber email - 24 Nov	\$59.21
Indigenous community event - Warlpiri art market Subscriber email - 3 Dec	\$60.14
Indigenous community event - Weavers art market Subscriber email - 23 Feb	\$60.07
Indigenous community event - Weavers art market Subscriber email - 4 Mar	\$58.60

- c. Director of Communications
- d. Nil

e. Campaign Monitor

2.

a. \$9,130.52

b.

Indigenous community event - Warlpiri art market Banner	\$169.40
Indigenous community event - Warlpiri art market Canberra Weekly	\$593
Indigenous community event - Warlpiri art market CityNews	\$983
Indigenous community event - Warlpiri art market Canberra Times	\$1,358
Indigenous community event - Warlpiri art market Canberra Times	\$1,546
Indigenous community event - Warlpiri art market Impress (posters & postcards printing)	\$1,100
Indigenous community event - Warlpiri art market Spy (posters & postcards delivery)	\$570
Indigenous community event - Warlpiri art market Facebook	\$152
Indigenous community event - Warlpiri art market Twitter	\$152
Indigenous community event - Weavers art market Impress (posters & postcards printing)	\$730
Indigenous community event - Weavers art market Spy (posters & postcards delivery)	\$610
Indigenous community event - Weavers art market Canberra Weekly	\$1,067
Indigenous community event - Weavers art market Facebook	\$130

c. Canberra media, Canberra café's and cultural centres, social media

d. Director of Communications

e. N/A

f. Easy Signs, Canberra Weekly, City News, Canberra Times, Impress Printers, Spy in Canberra, Facebook, Twitter

3. Unknown at this stage.

4. See attachments on next four pages



AIATSIS

AUSTRALIAN INSTITUTE OF ABORIGINAL
AND TORRES STRAIT ISLANDER STUDIES

PURCHASE ORDER REQUEST

Description of goods / services required

Advertising space for Warlpiri Art Market Day in the Canberra Times.

Quotes received: If the purchase is estimated to cost between \$1,000 and \$5,000, excluding GST, at least one verbal quote is required. If the purchase is estimated to cost between \$5,000 and \$10,000 GST-exclusive, two verbal quotes are required. These requirements do not apply where there are fewer suppliers available than the required number of quotes, or for the purchase of utilities, i.e. gas, water, etc.

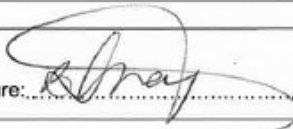
Supplier	Cost	Selected?
Fairfax Media	2640.1	Yes

Reason for selecting supplier?

Only option to reach large Canberra based audience.

Purchase requested by:

Name:.....Bryce Gray.....

Signature: 

Purchase approved:

This purchase complies with requirements of the Procurement Guidelines. Uncommitted funds are available within the current budget for this program. Purchase should be charged to:

Program code: 10 Expense code: 1721 Cost centre code: 103

Delegate's name: MARIE FERRIS

Signature: 

For payment by corporate credit card:

Name on card:..... Card number:

Card expiry date:..... Cardholder's signature:.....

FMIS Purchase order number (orders over \$1,000)



PURCHASE ORDER REQUEST

Description of goods / services required

Advertisement for upcoming weavers art market.

Quotes received: If the purchase is estimated to cost between \$1,000 and \$5,000, excluding GST, at least one verbal quote is required. If the purchase is estimated to cost between \$5,000 and \$10,000 GST-exclusive, two verbal quotes are required. These requirements do not apply where there are fewer suppliers available than the required number of quotes, or for the purchase of utilities, i.e. gas, water, etc.

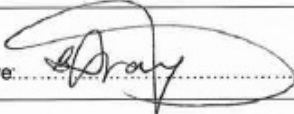
Supplier	Cost	Selected?
Canberra Weekly	\$970 ex GST	Yes

Reason for selecting supplier?

The CW provides the best reach for the desired audience for the art market campaign.

Purchase requested by:

Name:.....Bryce Gray.....


Signature: 

Purchase approved:

This purchase complies with requirements of the Procurement Guidelines. Uncommitted funds are available within the current budget for this program. Purchase should be charged to:

Program code:10..... Expense code: ...1721..... Cost centre code: ...103.....

Delegate's name:...Marie Ferris...

Signature: 

For payment by corporate credit card:

Name on card:..... Card number: _____

Card expiry date:..... Cardholder's signature:.....

FMIS Purchase order number (orders over \$1,000)

Please attach QUOTATIONS and this PURCHASE ORDER REQUEST form to FMIS Purchase Order.



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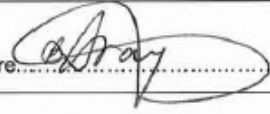
Supplier	Cost	Selected?
Spy in Canberra	\$610	Yes

Reason for selecting supplier?

Spy are the only available supplier of advertising distribution services in Canberra.

Purchase requested by:

Name:.....Bryce Gray.....

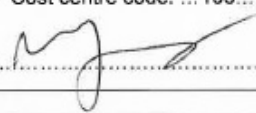
Signature: 

Purchase approved:

This purchase complies with requirements of the Procurement Guidelines. Uncommitted funds are available within the current budget for this program. Purchase should be charged to:

Program code:10..... Expense code: ...1721..... Cost centre code: ...103.....

Delegate's name:...Marie Ferris...

Signature: 

For payment by corporate credit card:

Name on card:..... Card number: _____

Card expiry date:..... Cardholder's signature:.....

FMIS Purchase order number (orders over \$1,000)



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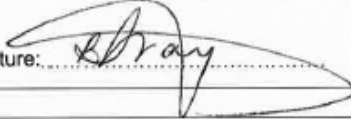
Supplier	Cost	Selected?
Impress	1100	Yes

Reason for selecting supplier?

Impress supplied the cheapest quote.

Purchase requested by:

Name:.....Bryce Gray.....

Signature: 

Purchase approved:

This purchase complies with requirements of the Procurement Guidelines. Uncommitted funds are available within the current budget for this program. Purchase should be charged to:

Program code:10..... Expense code: ...1721..... Cost centre code: ...103.....

Delegate's name:....Marie Ferris...

Signature: 

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