

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
ADDITIONAL ESTIMATES 2014-15

Finance Portfolio

Department/Agency: Department of Finance

Outcome/Program: 1/1.1

Topic: Government Advertising

Senator: Ludwig

Question reference number: F68

Type of question: Written

Date set by the committee for the return of answer: Friday, 10 April 2015

Number of pages: 2

Question:

I refer you to question F44 from Supplementary Estimates in 2014. You stated that the volume of advertisements placed by the government would prohibit you from being able to detail each item individually.

Could you please provide the details for the five most expensive advertising contracts between Budget Estimates and Supplementary Estimates in 2014. Please list:

1. The item of expenditure and cost;
2. The approving officer for each item;
3. The outlet/s that was paid for the advertising.

Could you also please provide the details for the five most expensive advertising contracts between Supplementary Budget Estimates 2014 and Additional Estimates in 2015. Please list:

1. The item of expenditure and cost;
2. The approving officer for each item;
3. The outlet/s that was paid for the advertising.

Answer:

A number of advertising campaigns were ongoing throughout the year, splitting them based on the level of activity that had run between Budget and Supplementary Budget Estimates or Supplementary Budget and Additional Estimates would provide an incomplete view.

Detailed information about Government Campaign Advertising was published for the 2013/14 financial year in the report *Campaign Advertising by Australian Government Departments and Agencies*.

Questions about the approving officers for individual campaigns should be directed to the relevant agencies, which are responsible for the expenditure of relevant money under the *Public Governance, Performance and Accountability Act 2013*.

Each of these campaigns involves a large number of individual advertisements placed with hundreds of media outlets. As such, the level of detail sought in relation to the 'outlet/s paid for the advertising' would involve an unreasonable diversion of departmental resources.