

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
ADDITIONAL ESTIMATES 2015-16

Finance Portfolio
9 February 2016

Department/Agency: Department of Finance

Outcome/Program: 2/2.5

Topic: Whole-of-Government expenditure – Government advertising

Senator: Wong

Question reference number: F156

Type of question: Written

Date set by the committee for the return of answer: Friday, 1 April 2016

Number of pages: 1

Question:

Can the Department provide financial information on the total spend within the APS relating to Government advertising, for the 2010–11 to 2014–15 financial years, inclusive?

Answer:

Australian Government advertising media expenditure for the 2010–11 to 2014–15 financial years are detailed below. Figures have been disaggregated by non-corporate entities under the *Public Governance, Performance and Accountability Act 2013* (PGPA Act) and other bodies that placed media through the Central Advertising System.

Table 1: Advertising media expenditure: 2010–11 to 2014–15 (\$m)

Year	Total	Campaign advertising		Non-campaign advertising	
		Non-corporate entities	Corporate entities, companies and other bodies	Non-corporate entities	Corporate entities, companies and other bodies
2010–11	168.3	116.9	17.2	29.9	4.3
2011–12	195.1	139.7	23.5	27.9	4.0
2012–13	176.7	138.9	19.5	13.7	4.5
2013–14	151.0	106.5	25.2	15.2	4.0
2014–15	139.0	107.1	10.9	17.8	3.2

Notes: Figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Figures in years prior to the introduction of the PGPA Act reflect expenditure by the equivalent bodies under the *Financial Management and Accountability Act 1997* and *Commonwealth Authorities and Companies Act 1997*.

Source: Central Advertising System.