

**Senate Finance and Public Administration Legislation Committee
—Additional Estimates Hearing—February 2016**

Answers to Questions on Notice

Parliamentary departments, Department of Parliamentary Services

Topic: **Government advertising/marketing**

Question: **255**

Written: **Senator Ludwig**

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

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

1. Since 14 September 2015, DPS has spent \$31,221.01 on marketing (excluding advertising placement costs).

Type	Supplier	Cost (ex GST)	Delegate
Printing of Prime Ministers' Portraits brochure x 10,500	Bytes n Colours: (digital print run of 500)	\$988.95	COO
	Paragon Printers (offset print run of 10,000)	\$3,893 Total: \$4,881.95	
Printing of Enlighten event pass x1000 copies	Canprint	\$350	AS PEB

Type	Supplier	Cost (ex GST)	Delegate
Printing of Enlighten 6 panel DL flyer x6000	Canprint	\$1,470	AS PEB
Printing of Enlighten poster x7 copies	Bytes 'N Colours	\$192.14	AS PEB
Design of Enlighten 6 panel DL flyer	Fivefold Creative	\$300	AS PEB
Design of Enlighten web banners x2	Fivefold Creative	\$200	AS PEB
Design of Enlighten event pass	Fivefold Creative	\$180	AS PEB
Design of Enlighten poster	Fivefold Creative	\$250	AS PEB
Design of Enlighten e-flyer	Fivefold Creative	\$280	AS PEB
Design of Enlighten menus	Fivefold Creative	\$250	AS PEB
Design of Enlighten competition voucher	Fivefold Creative	\$180	AS PEB
Design of Enlighten graphic for Parliament House TV screens	Fivefold Creative	\$180	AS PEB
Printing of Christmas program x14 copies (10 x A4 and 4 x A3)	Senate Printing	\$20.55	AS PEB
Design of Invitation for Presiding Officers' Christmas event	Fivefold Creative	\$180	AS PEB
Design of e-flyer for Christmas program	Fivefold Creative	\$200	AS PEB
Design of graphic promoting Christmas program for Parliament House TV screens	Fivefold Creative	\$200	AS PEB
Design of Christmas program flyer	Fivefold Creative	\$200	AS PEB
Design of Christmas program poster	Fivefold Creative	\$180	AS PEB
Printing of Parliament House promotional flyer—6 panel DL	Paragon Printing	\$1,360	AS PEB
Design updates to Parliament House promotional flyer—6 panel DL	Fivefold Creative	\$150	AS PEB
Enhancements to Magna Carta image	Swell Design	\$247.50	AS PEB
Magna Carta design for lapel pin (planned shop product)	Swell Design	\$165	AS PEB
Magna Carta poster amends	Swell Design	\$165	AS PEB
Finished art for Magna Carta program flyer	Swell Design	\$165	AS PEB
Design of Democracy Walk flyer—6 panel DL	Swell Design	\$2,475	AS PEB
Design of Magna Carta kid's—6 panel DL flyer	Swell Design	\$2,410	AS PEB
Design of Parliament House map and guide—8 panel DL flyer	Swell Design	\$6,105	AS PEB
Project management—Magna Carta and map/guide design project	Swell Design	\$2,907.50	AS PEB
Design of 6 panel DL flyer for spring program	Fivefold Creative	\$350	AS PEB
Design of press advertisements for spring program x4	Fivefold Creative	\$560	AS PEB

Type	Supplier	Cost (ex GST)	Delegate
Design of digital advertisements for spring program x2	Fivefold Creative	\$300	AS PEB
Design of website banners for spring program x3	Fivefold Creative	\$300	AS PEB
Design of e-flyer for spring program	Fivefold Creative	\$280	AS PEB
Design spring program promotional graphic for Parliament House TV screens	Fivefold Creative	\$250	AS PEB
Design of spring program web banners for CanberraTicketing site x9	Fivefold Creative	\$700	AS PEB
Brochure distribution for spring program (Canberra hotel and attractions)	ACT Brochure Distribution Services	\$227.27	AS PEB
Brochure distribution for spring program (Canberra shopfronts and community venues)	Spy in Canberra	\$454.55	AS PEB
Brochure distribution Floriade	ACT Government	\$181.82	AS PEB
Distribution of Parliament House promo flyer in Canberra hotels and attractions	ACT Brochure Distribution Service	\$654.55	AS PEB
Canberra Convention Bureau membership 2016	Canberra Convention Bureau	\$1,118.18	AS PEB
Total marketing expenditure (excluding advertising)		\$31,221.01	

2. Since 14 September 2015, DPS has spent \$15,325.83 on advertising, including job ads.

Type	Advertising appeared	Outlet paid for advertising	Cost (ex GST)	Delegate
Half page print ad	Canberra Convention Bureau Meeting Planner Guide	Canberra Convention Bureau	\$2,145.45	AS PEB
Digital—display and advertorial for spring program	HerCanberra website	Dentsu Mitchell Media	\$3,021.00	AS PEB
Metro print x2 ads for spring program	Canberra Times and Floriade program insert	Dentsu Mitchell Media	\$2,705.45	AS PEB
Community press x2 ads for spring program	City News and Canberra Weekly	Dentsu Mitchell Media	\$1,414.70	AS PEB
Advertising despatch fee for spring program	As above	Dentsu Mitchell	\$48	AS PEB
Recruitment	SEEK	Dentsu Mitchell Media	\$193.40	HR Services
Recruitment	SEEK	Dentsu Mitchell Media	\$193.40	HR Services

Type	Advertising appeared	Outlet paid for advertising	Cost (ex GST)	Delegate
Recruitment	SEEK	Dentsu Mitchell Media	\$187.53	HR Services
Recruitment	Career One	Dentsu Mitchell Media	\$122.53	HR Services
Recruitment	Career Hub	Dentsu Mitchell Media	\$158.88	HR Services
Recruitment	SEEK	Dentsu Mitchell Media	\$158.40	HR Services
Recruitment	SEEK	Dentsu Mitchell Media	\$158.40	HR Services
Recruitment	SEEK	Dentsu Mitchell Media	\$158.40	HR Services
Recruitment	SEEK	Dentsu Mitchell Media	\$289.20	HR Services
Recruitment	Arts Hub	Dentsu Mitchell Media	\$204.20	HR Services
Recruitment	National Museums Australia website	Dentsu Mitchell Media	\$162.50	HR Services
Recruitment	SEEK	Dentsu Mitchell Media	\$217.50	HR Services
Recruitment	Creative Foyer website	Dentsu Mitchell Media	\$58.30	HR Services
Recruitment	SEEK	Dentsu Mitchell Media	\$193.40	HR Services
Recruitment	SEEK	Dentsu Mitchell Media	\$193.40	HR Services
Recruitment	SEEK	Dentsu Mitchell Media	\$193.40	HR Services
Recruitment	National Archivist website	Dentsu Mitchell Media	\$83.18	HR Services
Recruitment	SEEK	Dentsu Mitchell Media	\$193.40	HR Services
Recruitment	SEEK	Dentsu Mitchell Media	\$193.40	HR Services
Recruitment	Australian Policy Online website	Dentsu Mitchell Media	\$121.73	HR Services

Type	Advertising appeared	Outlet paid for advertising	Cost (ex GST)	Delegate
Recruitment	Arts Hub	Dentsu Mitchell Media	\$295.80	HR Services
Recruitment	National Museums Australia website	Dentsu Mitchell Media	155.80	HR Services
Recruitment	Creative Foyer website	Dentsu Mitchell Media	\$109.20	HR Services
Recruitment	SEEK	Dentsu Mitchell Media	\$193.40	HR Services
Recruitment	SEEK	Dentsu Mitchell Media	\$193.40	HR Services
Recruitment	SEEK	Dentsu Mitchell Media	\$193.40	HR Services
Recruitment	ALIA website	Dentsu Mitchell Media	\$526.44	HR Services
Recruitment	SEEK	Dentsu Mitchell Media	\$197.24	HR Services
Recruitment	Fitness.org.au website	Dentsu Mitchell Media	\$264.46	HR Services
Recruitment	Fitnesscareers.com.au website	Dentsu Mitchell Media	\$43.62	HR Services
Recruitment	SEEK	Dentsu Mitchell Media	\$193.46	HR Services
Recruitment	Sportspeople.com.au website	Dentsu Mitchell Media	\$190.46	HR Services
Total expenditure for advertising		Total	\$15,325.83	

2(f) The Department of Finance was paid a 6% fee for all recruitment advertising as the contract managers for the Whole-of-Australian Government Advertising Arrangement. This fee is included in the above costs.

3. Planned advertising for the remainder of financial year 2015–16:

Type	Advertising appeared	Outlet to be paid for advertising	Cost (ex GST)	Delegate
Half page print ad	National Capital Education Planner	National Capital Education Project	\$1,250	AS PEB
Digital advertising for Enlighten	Facebook—currently running	Dentsu Mitchell Media	\$5,000	AS PEB
Digital advertising for Autumn garden tours	Facebook—yet to run	Dentsu Mitchell Media	\$9,000	AS PEB

Type	Advertising appeared	Outlet to be paid for advertising	Cost (ex GST)	Delegate
Digital advertising for Heritage Festival	TBC	Dentsu Mitchell Media	\$9,000	TBC
Recruitment	SEEK	Dentsu Mitchell Media	\$162.24	HR Services
Recruitment	SEEK	Dentsu Mitchell Media	\$197.24	HR Services
Recruitment	SEEK	Dentsu Mitchell Media	\$197.24	HR Services
Recruitment	SEEK	Dentsu Mitchell Media	\$197.24	HR Services
Recruitment	SEEK	Dentsu Mitchell Media	\$197.24	HR Services
Recruitment	SEEK	Dentsu Mitchell Media	\$197.24	HR Services
Recruitment	SEEK	Dentsu Mitchell Media	\$197.24	HR Services
Recruitment	SEEK	Dentsu Mitchell Media	197.24	HR Services
Total			\$25,545.68	

4. Approvals for advertising and expenditure for recruitment adverts are submitted and approved by the delegate through an online system via the external advertising outlet. The approval for advertising for events are submitted and approved by the delegate through the department's finance system.