

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Additional Estimates 2016 - 2017

Prime Minister and Cabinet Portfolio

Department/Agency: Department of the Prime Minister and Cabinet
Outcome/Program: Outcome 1: Prime Minister and Cabinet
Topic: Advertising and information campaigns

Senator: Bilyk, Catryna

Question reference number: 139

Type of question: Written

Date set by the committee for the return of answer: 13 April 2017

Number of pages: 1

Question:

1. How much has the Department spent on advertising and information campaigns since 1 October 2016 (GST inclusive)? Can a list of all Contract Notice IDs for the Austender website in relation to advertising and information campaign contracts please be provided?
2. How much did the Department spend on Facebook advertising or sponsored Facebook posts in calendar year 2016 (GST inclusive)?
3. How much did the Department spend on Google adwords advertising in calendar year 2016 (GST inclusive)?

Answer:

1. The Department of the Prime Minister and Cabinet (PM&C) has not conducted advertising and information campaigns as defined by the Department of Finance Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth entities in the period since 1 October 2016.
2. PM&C spent \$1,197.90 (GST inclusive) on Facebook advertising in the calendar year 2016.
3. PM&C spent \$5,835.73 (GST inclusive) on Google advertising in the calendar year 2016.