

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
2016-2017 ADDITIONAL ESTIMATES

Prime Minister and Cabinet Portfolio

Department/Agency: Australian Public Service Commission

Outcome/Program: 1.1

Topic: Advertising and information campaigns

Senator: Bilyk

Question reference number: 160

Type of question: Written

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

Number of pages: 1

Question:

How much has the APSC 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?

How much did the APSC spend on Facebook advertising or sponsored Facebook posts in calendar year 2016 (GST inclusive)?

How much did the APSC spend on Google adwords advertising in calendar year 2016 (GST inclusive)?

Answer:

The APSC spent \$1,263 on non-campaign advertising between 1 October 2016 and 28 February 2017.

The related Contract Notice is CN2570391.

In 2016, the APSC spent \$2,605 on Facebook advertising.

In 2016, the APSC spent \$1,506 on Google advertising.