

SENATE STANDING COMMITTEE ON LEGAL AND CONSTITUTIONAL AFFAIRS
ATTORNEY-GENERAL'S PORTFOLIO

Program: Portfolio

Question No. AE16/145

Senator Ludwig asked the following question at the hearing on 9 February 2016:

Since the change of Prime Minister on 14 September, 2015:

1. How much has been spent by the department / agency on marketing?
 1. List the total cost
 2. List each item of expenditure and cost
 3. List the approving officer for each item.
 4. Detail the ministerial or ministerial staff involvement in the commissioning process.
 5. Which firm provided the marketing?
2. How much has been spent by the department / agency on government advertising (including job ads)?
 1. List the total cost
 2. List each item of expenditure and cost
 3. Where the advertising appeared
 4. List the approving officer for each item.
 5. Detail the ministerial or ministerial staff involvement in the commissioning process.
 6. Detail the outlets that were paid for the advertising.
3. What government advertising is planned for the rest of the financial year?
 1. List the total expected cost.
 2. List each item of expenditure and cost.
 3. Where the advertising will appear
 4. List the approving officer for each item.
 5. Detail the ministerial or ministerial staff involvement in the commissioning process.
 6. 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.

The answer to the honourable senator's question is as follows:

See next page.

1.

1-5. The portfolio's response to the question is set out in the table below. The response covers the period between 14 September 2015 and 9 February 2016. Only agencies which conducted marketing during this period are included.

Agency	Total	Item	Expenditure	Approver	Ministerial staff	Firm
National Archives of Australia	\$29,586.75 (includes advertising)	Expenditure in the National Archives of Australia financial management system is recorded in such a way that both Marketing and Advertising expenditure is recorded in the same account and to extract the relevant information would require an unreasonable diversion of resources.				
Australian Human Rights Commission	\$34,780.34 (exc GST)	Expenditure in the Australian Human Rights Commission's financial management system is recorded in such a way that to extract the relevant information would require an unreasonable diversion of resources.				
Australian Federal Police	To provide the level of detail required would involve an unreasonable diversion of resources.					
Australian Security Intelligence Organisation	\$27,825.82	For national security reasons it is not appropriate to provide further detail.				

2.

1-5. The portfolio's response to the question is set out in the table below. The response covers the period between 14 September 2015 and 9 February 2016. Only agencies which conducted advertising during this period are included.

Agency	Total	Item	Expenditure	Approver	Ministerial staff	Outlet
Attorney-General's Department	\$292,314.89	National Security Campaign advertising – Asian Cup and Cricket World Cup	\$104,206.71	First Assistant Secretary, Strategy and Delivery Division	Not required	Metropolitan newspapers
		Photography advertisement - Resilient Australia Awards	\$3,788.05	Assistant Secretary, Emergency Management Policy Branch	Not required	Online advertising
		Australian Government Legal Network Conference advertising	\$768.48	Assistant Secretary, Office of Legal Services Coordination	Not required	Metropolitan newspapers
		National Security Hotline advertisement	\$31,628.00	A/g Assistant Secretary, Crisis Management Branch	Not required	Telstra white pages
		ACORN media campaign	\$151,923.65	First Assistant Secretary, Strategy and Delivery Division	Minister for Justice and the Special Minister of State	Online, social media, CALD radio, Indigenous radio, Google search

Royal Commission into Institutional Responses to Child Sexual Abuse	\$128,335.95	Advertising of public hearings	\$128,335.95	Chief Executive Officer, Royal Commission into Institutional Responses to Child Sexual Abuse	Not required	This information has not been provided by the Royal Commission. It would be an unreasonable diversion of resources to obtain such information.
Office of the Australian Information Commissioner	\$2,283.60	APS Gazette Subscription 2015-2016	\$95.15 per notice, 24 notices placed	Office Manager	n/a	Australian Public Service Commission: Public Service Gazette
Office of the Australian Information Commissioner	\$251.24	Adviser Regulation and Strategy	\$251.24	Director	n/a	Mitchell & Partners Aust Pty Ltd: Seek
National Archives of Australia	29,586.75 (includes marketing)	Expenditure in the National Archives of Australia financial management system is recorded in such a way that both Marketing and Advertising expenditure is recorded in the same account and to extract the relevant information would require an unreasonable diversion of resources.				
High Court of Australia	\$505 incl GST	3 x Advertising (Floriade/ Tour Operators directory /Museums Australia)				

Family Court & Federal Circuit Court	\$9,017.40	Expenditure in Family Court & Federal Circuit Court's financial management system is recorded in such a way that to extract the relevant information would require an unreasonable diversion of resources.				
Federal Court of Australia	\$87,592	Native Title Notification Advertising	\$87,592		N/A	Dentsu Mitchell
CrimTrac	\$2121	Expenditure in CrimTrac's financial management system is recorded in such a way that to extract the relevant information would require an unreasonable diversion of resources.				
Office of the Director of Public Prosecutions (CDPP)	\$4,518.80	Recruitment Advertising (Federal Prosecutor)	\$3,183.40	HR Manager	N/A	Mitchell and Partners Australia Pty Ltd
		Recruitment Advertising (Administrative Co-ordinator)	\$850.96	National Manager People		
		Recruitment Advertising(Witness Assistance Officer)	\$484.44	Assistant Direct HEBP/IE		
AUSTRAC	\$25,468.896 inc GST	Expenditure in AUSTRAC's financial management system in recorded in such a way that to extract the relevant information would require an unreasonable diversion of resources.				

Australian Institute of Criminology	\$1,903.00	2015/16 Gazette	1,903	HR Manager	n/a	APSC
Australian Human Rights Commission	\$2,803.12 (exc GST)	Expenditure in Australian Human Rights Commission's financial management system in recorded in such a way that to extract the relevant information would require an unreasonable diversion of resources.'				
Australian Financial Security Authority (AFSA)	\$7,540.00 (GST exc.)	Expenditure in AFSA's financial management system in recorded in such a way that to extract the relevant information would require an unreasonable diversion of resources.				
Australian Federal Police	To provide the level of detail required from the portfolio would involve an unreasonable diversion of resources.					
Administrative Appeals Tribunal	\$5,352 (incl. GST)	Expenditure in AAT's financial management system is recorded in such a way that to extract the relevant information would require an unreasonable diversion of resources.				
Australian Crime Commission	37,150.06	11 x Advertising	\$12413.68 \$5774.208 \$212.74 \$212.74 \$212.74	Business owner	N/A	Mitchell Advertising and APS - Gazette

			\$212.74			
			\$212.74			
			\$38.5			
			\$174.24			
			\$17473.00			
Australian Security Intelligence Organisation	\$99,047.00	For national security reasons it is not appropriate to provide further detail.				

3.

1-5. The portfolio's response to the question is set out in the table below. The response covers expected advertising for the rest of the financial year. Only agencies which have planned advertising activities are included.

Agency	Total	Item	Expenditure	Approver	Ministerial staff	Outlet
Attorney-General's Department	\$7,490,000	National Security Campaign advertising	\$7,490,000	Secretary, Attorney-General's Department	Attorney-General	Dentsu Mitchell

4. To provide the level of detail required from the portfolio would involve an unreasonable diversion of resources.