

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

Program: General

Question No. AE17/112

Senator Bilyk asked the following question at the hearing on 28 February 2017:

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)?

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

1. Since 1 October 2016, the department has spent \$142,498.34 (GST inclusive) on advertising and information campaigns.

A list of all Contract Notice IDs for the Austender website in relation to advertising and information campaigns is below

- Stay Smart Online Week (\$99,342.34)
Austender SON2697681
 - Stay Smart Online integrated communication strategy (\$43,156.00)
Austender CN3399666.
2. In 2016, the department spent \$1,944.91 (GST inclusive) on Facebook advertising or sponsored posts – for Stay Smart Online Week.
 3. In 2016, the department spent \$88,531.81 on Google adwords – for the National Security campaign.