

## QUESTION TAKEN ON NOTICE

### BUDGET ESTIMATES – 26 – 27 MAY 2014

#### IMMIGRATION AND BORDER PROTECTION PORTFOLIO

#### (BE14/495) PROGRAMME – Internal Product

Senator Ludwig (Written) asked:

1. How much has been spent on government advertising (including job ads) since Additional Estimates in February, 2014?
  1. List each item of expenditure and cost
  2. List the approving officer for each item
  3. Detail the outlets that were paid for the advertising
2. 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. List the approving officer for each item
  4. Detail the outlets that have been or will be paid for the advertising

*Answer:*

1. The table below details the total expenditure on advertising for 1 February to 31 May 2014.

<b>Item of expenditure</b>	<b>Supplier</b>	<b>Cost</b>
No way (onshore) - online, press and radio advertising	Universal McCann	\$14 584.50
Live the life - online advertising	Universal McCann	\$47 101.06
Community Status Resolution Service - online, press and radio advertising	Universal McCann	\$106 268.84
Employer Awareness - YouTube advertising and Facebook promoted posts	Universal McCann	\$31 187.08
Public notices	Adcorp Australia	\$6 536.77
Recruitment	Adcorp Australia	\$13 245.52
Other (general advertising)		\$7 610.19
No way (offshore) - online advertising	Universal McCann	\$717 597.27
No way (offshore) - public information campaign in Sri Lanka	TBWA/Thompson Associates	\$864 649.85

No way (offshore) - public information campaign in the Middle East	STATT Consulting	\$2,271 068.00
No way (offshore) - public information campaign in Indonesia	Leo Burnett Indonesia	\$19 878.60
No way (offshore) - radio and cinema advertising in India	Local supplier	\$34 984.67
No way (offshore) - public information campaign in Vietnam	International Organization for Migration Vietnam	\$120 075.19
Translation of advertising material	LOTE Marketing	\$28 348.88
Recruitment advertising	Seek, CareerOne and <i>The Australian</i> newspaper	\$10 083.00
		<b>\$4 293 219.42</b>

To provide details of the approving officer for each transaction would involve an unreasonable diversion of resources. The requirement to seek approval for advertising will vary depending on the type of advertising to be carried out, its purpose and the proposed level of expenditure. This is consistent with the requirements of the *Financial Management Act 1997* and the Commonwealth Government's guidelines outlined by the Department of Finance.

- The table below details the total expected expenditure on advertising until 30 June 2014:

<b>Item of expenditure</b>	<b>Supplier</b>	<b>Cost</b>
No way (onshore) - online, press and radio advertising	Universal McCann	\$134 152.72
Voluntary return services - online and radio advertising	Universal McCann	\$88 952.88
Live the life - online advertising	Universal McCann	\$7 248.63
Office of the Migration Agents Registration Authority - Google search advertising	Universal McCann	\$12 912.60
Community Status Resolution Service - radio and Google search advertising	Universal McCann	\$11 676.82
Employer Awareness - YouTube advertising	Universal McCann	\$6 422.63
No way (offshore) - online advertising	Universal McCann	\$443 265.49

No way (offshore) - public information campaign in Sri Lanka	TBWA/Thompson Associates	\$431 603.64
No way (offshore) - public information campaign in the Middle East	STATT Consulting	\$637 199.00
No way (offshore) - public information campaign in Bangladesh	Zanala Bangladesh	\$33 600.00
Translation of advertising material	LOTE Marketing	\$5 521.00
		<b>\$1 812 555.41</b>

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