

QUESTION TAKEN ON NOTICE

SUPPLEMENTARY BUDGET ESTIMATES – 20 OCTOBER 2014

IMMIGRATION AND BORDER PROTECTION PORTFOLIO

(SE14/219) PROGRAMME – Internal Product

Senator Ludwig (Written) asked:

Since Budget Estimates in June, 2014:

How much has been spent on government advertising (including job ads)?

- List each item of expenditure and cost
- List the approving officer for each item
- Detail the outlets that were paid for the advertising

Answer:

The table below details the total expenditure on advertising for 1 June to 31 October 2014.

Item of expenditure	Supplier	Cost (excluding GST)
Live the life - online advertising	Universal McCann	\$7 248.64
ACBPS Detector Dog Foster Carer puppies - radio advertising	Mitchells Adcorp Alliance	\$2 607.70
Community Status Resolution Service - online, press and radio advertising	Mitchells Adcorp Alliance	\$10 895.82
Employer Awareness - YouTube advertising and Facebook promoted posts	Universal McCann	\$14 752.63
Voluntary Returns (onshore) - online and radio advertising	Mitchells Adcorp Alliance	\$10 732.08
No way (onshore) - online, press and radio advertising	Universal McCann and Mitchells Adcorp Alliance	\$226 039.56

No way (offshore) - public information campaign	Mitchell Adcorp Alliance, TBWA/Thompson Associates Sri Lanka, the British Council, STATT Consulting, LOTE Marketing, Zanala Bangladesh, Universal McCann Malaysia, and small local outlets arranged through overseas posts.	\$5 200 000.00
Recruitment advertising	Mitchells Adcorp Alliance	\$6 213.11
Recruitment advertising	Adcorp Australia Limited	\$ 2 366.90
		\$5 480 856.44

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 *Public Governance, Performance and Accountability Act 2013* and the Commonwealth Government's guidelines outlined by the Department of Finance.