

Standing Committee on Finance and Public Administration

ANSWER TO QUESTION ON NOTICE

Additional Budget Estimates Hearing – February 2009

Department of Finance and Deregulation

Finance and Deregulation Portfolio

Outcome 2, Output 2.3.1

Topic: Agency Communications and Media expenditure for 2007-08

Question reference number: F5

Type of Question: Hansard F&PA 15, 24 February 2009

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Number of Pages: 4

Senator Ronaldson asked:

Can I ask you please to detail the across-department spend on media and communications services in 2007-08 to date?

Answer:

There is no requirement for agencies to collect and report on their general communications and media expenditure, other than that for certain campaign-related communications activities.

Agencies under the *Financial Management and Accountability Act 1997* are required to report their procurement contracts awarded on AusTender, in accordance with the *Commonwealth Procurement Guidelines*, where contract value is \$10,000 or greater.

While there is no 'media and communications services' classification, a search of AusTender using the United Nations Standard Products and Services Code (UNSPSC) classifications that may relate to this description indicates that the total value of contracts reported in 2007-08 was \$267.3m. A breakdown of the aggregate value by code selected to address the Senator's question is attached.

It should be noted that discrepancies in UNSPSC coding can occur in AusTender. While the Department of Finance and Deregulation provides the whole-of-government AusTender system, each Australian Government department and agency is responsible for entering data into AusTender. Consequently, the quality of the data reflects agencies' inputs. Work is in progress to bring consistency to the use of UNSPSC codes.

AusTender 2007-08 Communications and Media Contracts by Category

| Category Code | Category Title | Number | Value |
|---------------|-------------------------------------------------------------------|--------|------------------|
| 80140000 | Marketing and distribution | 306 | \$132,282,183.70 |
| 82100000 | Advertising | 406 | \$65,655,145.14 |
| 43000000 | Information Technology Broadcasting and Telecommunications | 22 | \$10,422,377.64 |
| 82000000 | Editorial and Design and Graphic and Fine Art Services | 62 | \$7,196,723.40 |
| 55100000 | Printed media | 117 | \$6,271,010.75 |
| 80000000 | Management and Business Professionals and Administrative Services | 121 | \$6,122,525.26 |
| 80141500 | Market research | 70 | \$5,213,889.36 |
| 80141512 | Market research on location surveys | 2 | \$3,702,347.00 |
| 82101900 | Media placement and fulfilment | 1 | \$2,579,907.41 |
| 80141510 | Market research telephone surveys | 4 | \$1,800,665.50 |
| 82110000 | Writing and translations | 41 | \$1,798,563.02 |
| 82140000 | Graphic design | 33 | \$1,730,082.69 |
| 80100000 | Management advisory services | 19 | \$1,471,647.44 |
| 82101500 | Print advertising | 26 | \$1,467,918.96 |
| 55000000 | Published Products | 20 | \$1,399,545.77 |
| 80110000 | Human resources services | 28 | \$1,321,991.73 |
| 55101500 | Printed publications | 33 | \$1,257,205.49 |
| 60105409 | Brand marketing or advertising instructional materials | 1 | \$1,085,365.00 |
| 82111900 | News and publicity services | 9 | \$1,002,408.80 |
| 82111903 | News agency wire services | 1 | \$721,000.00 |
| 80141614 | Public relations programs or services | 7 | \$664,003.60 |
| 82101504 | Newspaper advertising | 24 | \$600,024.48 |
| 80160000 | Business administration services | 15 | \$560,677.36 |
| 82101800 | Advertising agency services | 6 | \$531,741.62 |
| 45130000 | Photographic and recording media | 4 | \$523,329.95 |
| 43190000 | Communications Devices and Accessories | 3 | \$498,757.84 |
| 80141602 | Public relation services | 6 | \$464,775.00 |
| 85000000 | Healthcare Services | 8 | \$460,324.67 |
| 44120000 | Office supplies | 10 | \$420,396.35 |
| 82101801 | Advertising campaign services | 4 | \$413,360.80 |
| 43232100 | Content authoring and editing software | 1 | \$348,220.00 |
| 83000000 | Public Utilities and Public Sector Related Services | 15 | \$334,283.87 |
| 83110000 | Telecommunications media services | 6 | \$289,271.68 |
| 86000000 | Education and Training Services | 10 | \$276,547.60 |
| 83121703 | Internet related services | 1 | \$269,280.00 |
| 82111801 | Editing services | 1 | \$269,000.00 |
| 80111700 | Personnel recruitment | 17 | \$258,821.60 |
| 82120000 | Reproduction services | 3 | \$253,970.00 |
| 83120000 | Information services | 6 | \$239,992.31 |
| 40141700 | Hardware and fittings | 1 | \$234,746.20 |
| 81000000 | Engineering and Research and Technology Based Services | 3 | \$228,352.34 |
| 81130000 | Statistics | 2 | \$218,080.01 |
| 82101601 | Radio advertising | 2 | \$216,700.00 |
| 43230000 | Software | 2 | \$208,790.09 |
| 80141600 | Sales and business promotion activities | 6 | \$208,366.84 |
| 80141507 | Consumer based research or clinics or focus groups | 4 | \$190,255.00 |
| 80141501 | Marketing analysis | 4 | \$189,950.00 |
| 82130000 | Photographic services | 7 | \$187,074.05 |
| 43223206 | Wireless internet gateway | 2 | \$177,793.90 |

| Category Code | Category Title | Number | Value |
|---------------|------------------------------------------------------------------------------------|--------|--------------|
| 55101515 | Promotional material or annual reports | 5 | \$171,201.90 |
| 40161800 | Filter media | 1 | \$167,200.00 |
| 44000000 | Office Equipment and Accessories and Supplies | 1 | \$160,651.92 |
| 72100000 | Building construction and support and maintenance and repair services | 2 | \$152,900.00 |
| 82131603 | Video production services | 4 | \$152,770.09 |
| 43210000 | Computer Equipment and Accessories | 2 | \$132,040.02 |
| 93141802 | Recruitment services | 5 | \$131,878.16 |
| 14000000 | Paper Materials and Products | 5 | \$128,751.90 |
| 82121801 | Textbook or research publishing | 2 | \$122,000.00 |
| 45100000 | Printing and publishing equipment | 2 | \$105,350.55 |
| 81110000 | Computer services | 4 | \$100,431.04 |
| 80141603 | Telemarketing | 2 | \$93,274.60 |
| 45000000 | Printing and Photographic and Audio and Visual Equipment and Supplies | 4 | \$83,991.58 |
| 80141604 | Branding of product naming services | 4 | \$79,772.73 |
| 90000000 | Travel and Food and Lodging and Entertainment Services | 1 | \$78,870.00 |
| 41000000 | Laboratory and Measuring and Observing and Testing Equipment | 2 | \$77,050.03 |
| 60101300 | Educational stickers and supplies | 1 | \$68,871.00 |
| 80141511 | Market research paper surveys | 2 | \$67,650.00 |
| 80101500 | Business and corporate management consultation services | 2 | \$62,884.00 |
| 86120000 | Educational institutions | 1 | \$61,245.90 |
| 82101503 | Magazine advertising | 3 | \$47,271.39 |
| 82111901 | Press release services | 1 | \$45,595.00 |
| 86101701 | Communications vocational training services | 1 | \$45,100.00 |
| 82111500 | Technical writing | 1 | \$40,500.00 |
| 80101504 | Strategic planning consultation services | 1 | \$40,260.00 |
| 56000000 | Furniture and Furnishings | 1 | \$38,500.00 |
| 80141509 | Market intelligence or competitive analysis | 1 | \$35,213.00 |
| 82101501 | Billboard advertising | 1 | \$34,518.00 |
| 23171909 | Concept model | 1 | \$33,905.68 |
| 82111503 | Academic or scientific article writing | 1 | \$33,000.00 |
| 25110000 | Marine transport | 1 | \$33,000.00 |
| 80101600 | Project management | 1 | \$28,050.00 |
| 93140000 | Community and social services | 1 | \$27,500.00 |
| 80111607 | Temporary legal staffing needs | 1 | \$24,323.66 |
| 81111504 | Application programming services | 1 | \$23,272.00 |
| 70170000 | Water resources development and oversight | 2 | \$23,046.74 |
| 43201814 | Electronic media or data duplicating equipment | 1 | \$21,753.00 |
| 80111701 | Staff recruiting services | 2 | \$21,045.56 |
| 45120000 | Photographic or filming or video equipment | 1 | \$20,012.56 |
| 80111704 | Permanent marketing staff needs | 2 | \$20,000.20 |
| 82111600 | Non technical writing | 1 | \$20,000.00 |
| 82111601 | Letter writing services | 1 | \$20,000.00 |
| 30000000 | Structures and Building and Construction and Manufacturing Components and Supplies | 1 | \$19,687.80 |
| 82111800 | Editorial and support services | 1 | \$19,331.00 |
| 86101800 | In service training and manpower development | 1 | \$18,500.00 |
| 84111600 | Audit services | 1 | \$18,386.00 |
| 42300000 | Medical training and education supplies | 1 | \$17,710.00 |
| 93141811 | Promotional services | 1 | \$16,720.00 |
| 80111600 | Temporary personnel services | 1 | \$16,032.01 |

| Category Code | Category Title | Number | Value |
|---------------|-------------------------------------------------------------------------|-------------|-------------------------|
| 45111700 | Audio presentation and composing equipment and hardware and controllers | 1 | \$15,360.62 |
| 81112103 | World wide web WWW site design services | 1 | \$15,000.00 |
| 80161500 | Management support services | 1 | \$13,920.00 |
| 84130000 | Insurance and retirement services | 1 | \$12,898.16 |
| 80141618 | Sales marketing agencies including print | 1 | \$12,394.84 |
| 44100000 | Office machines and their supplies and accessories | 1 | \$12,155.00 |
| 82131600 | Photographers and cinematographers | 1 | \$11,160.00 |
| 43232103 | Video creation and editing software | 1 | \$10,103.50 |
| TOTAL | | 1596 | \$267,343,402.36 |