



We pay for Google ads

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THE RUDD Government has spent more than \$5 million on taxpayer-funded internet advertisements promoting its spending programs.

Answers to Opposition questions in Parliament reveal the money was spent on thousands of search terms in Google.

Every time an internet user entered the selected terms they were shown ads from the Government.

In one case, typing a minister's name into the search engine attracted government advertising, while Prime Minister Kevin Rudd's name combined with a government program also drew advertisements.

For instance, typing in the search terms "Rudd carers payments" and "Kevin Rudd allowance" attracted government ads. Industry Minister Kim Carr was keen to get his mess-

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age out with "Minister Carr", "Minister Kim Carr" and "Senator Carr" all search terms targeted for advertising.

Senator Carr's Department of Innovation, Industry and Science spent \$455,184 on the program.

The period covered by the answers to the question began on January 1, 2008. The search terms are no longer active.

The Department of Resources, Energy and Tourism spent \$1.606 million and the Families, Housing and Community Services Department spent \$365,502.

The Department of Broadband, Communication and the Digital Economy spent \$185,000 promoting its digital TV policies via web links.

The Department of Climate Change and Water spent \$106,356 at an average cost of \$2.10 per click —

"climate change" and "global warming" were among sponsored phrases.

The Department of Agriculture spent \$151,726, Infrastructure spent \$37,800, while Treasury spent \$117,771 promoting its First-Home Savers Accounts, \$221,500 on the Education Tax Fund and \$410,690 on Tax Bonus Payment.

ASIO spent \$906,563 on recruitment.

Senate Opposition Leader Nick Minchin said the spending was a waste of money.

A spokesman for Finance Minister Lindsay Tanner defended the spending.

"Government advertising and information campaigns are delivered in line with the Campaign Advertising Guidelines the Rudd Government introduced in 2008," he said.

Committee
Document
Budget Estimates.
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Name Sen. Ronaldson.
Organisation: