

Senate Finance and Public Administration Standing Committee

SUPPLEMENTARY BUDGET ESTIMATES – 20 October 2009 ANSWER TO QUESTION ON NOTICE

Human Services Portfolio

Topic: Marketing and Communications

Question reference number: HS76

Senator: Scullion

Type of question: *Hansard F&PA page 117*

Date set by the committee for the return of answer: 4 December 2009

Number of pages: 1

Question:

Senator SCULLION—Moving on to advertising and marketing, educational—I am not really sure of the exact terminology we use for that—how much have you spent on advertising and marketing since 2007? Perhaps you could take that on notice.

Ms Hartland—I have got it here, Senator. I was just looking for it.

Senator SCULLION—Okay.

Mr Pratt—While we are looking for the details, appendix 4 on page 220 of the annual report sets out the payments made on advertising and market research for 2008-09.

Senator SCULLION—What I was particularly interested in was very similar to my previous question: to have a rationale for why that was done and the justification for the expenditure on each of those items.

Mr Pratt—We will respond more fully, but the answer will be basically the same: it is an area where we do not have significant expertise, so we need to buy it in.

Answer:

The Department of Human Services (including Child Support Program and CRS Australia) spent the following on advertising and marketing over the 2007-08 and 2008-09 financial years.

Creative Agencies and Purchase of Advertising Space

2007-08: \$9,859,764

2008-09: \$3,034,156

Direct Mail Organisations

2007-08: \$8,399,676

2008-09: \$7,260,640

The Department of Human Services purchases services from external organisations where we do not have significant in-house expertise or resources.

These figures do not include recruitment, white pages or tender advertising.