

Senate Finance and Public Administration Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Prime Minister and Cabinet Portfolio

Department of the Prime Minister and Cabinet

Sport Portfolio Agencies

Supplementary Budget Estimates 18-21 October 2010

Question: PM118

Asked By: Senator ABETZ

Topic: Advertising and Marketing

Type of Question: Written

Date set by the committee for the return of answer: 3 December 2010

Number of pages: 2

- a) **How much has the Department and portfolio agencies spent on advertising and marketing since Budget Estimates? Ask for justification of expenditure.**
- b) **Could the Department provide a complete list of current contracts. Please indicate the rationale for each service provided and its intended use.**
- c) **What communications programs has the Department and portfolio agencies undertaken since additional estimates and what communications programs are planned to be undertaken? For each program, what is the total spend?**

Answer:

Agency: Australian Sports Anti-Doping Authority

Nil.

Agency: Australian Sports Commission

- a) **How much has the Department and portfolio agencies spent on advertising and marketing since Budget Estimates? Ask for justification of expenditure.**

The Australian Sports Commission (ASC) has spent \$101,497.74 on advertising and marketing since Budget Estimates.

42% was recruitment advertising

43% was promoting ASC revenue generating programs

15% advertising ASC programs in the community, request for tenders, etc.

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- b) **Could the Department provide a complete list of current contracts. Please indicate the rationale for each service provided and its intended use.**
- MIX 106.3 - radio advertising of ASC swim and fitness centre;
 - Sporting Pulse – online advertising of “Play by the Rules” within the community;
 - Rhodes Shapter Pty Ltd – European Training Centre Marketing Intent Strategy;
 - Spinifex Communications – Play for Life Communications campaign development and implementation; and
 - Cinden Lester Communications – ASC Internal Communications Strategy product development.
- c) **What communications programs has the Department and portfolio agencies undertaken since additional estimates and what communications programs are planned to be undertaken? For each program, what is the total spend?**

The ASC has not undertaken any communications programs since additional estimates and no communications programs are scheduled for development and implementation.