

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
SOCIAL SERVICES PORTFOLIO
2016-2017 Additional Estimates Hearings

Outcome Number: Cross Outcome - Across Programs

Question No: SQ17-000210

Topic: Consultancies

Hansard page: Written

Senator Bilyk, Catryna asked:

Please provide an itemised list of costs (GST inclusive) for spending in calendar year 2016 on external consultants/service providers in the following categories please be provided:

- (i) social media;
- (ii) photography;
- (iii) graphic design;
- (iv) web design
- (v) electronic communications
- (vi) acting or public speaking training;
- (vii) ergonomics.

Answer:

The Department does not record costs based on the categories listed above and to provide an itemised list of costs would require an unreasonable diversion of departmental resources. The information listed below provides general expenditure data for the Department, including the above items.

(i) Social media advertising services are provided by Dentsu Mitchell as part of the whole of government advertising contract. Social media advertising costs are reported collectively with all other advertising costs. The Department spent a total of \$910,364.44 (GST incl) on Facebook advertising and sponsored Facebook posts in calendar year 2016.

(ii) Photography, multimedia and electronic media production expenses are recorded collectively. For calendar year 2016, the Department spent \$260,000 (GST incl) for these services.

(iii) The Department procures a range of communication services that include a graphic design element. We are unable to disaggregate the graphic design figure, except for printed products which for calendar year 2016 was \$330,000 (GST incl).

(iv) For the 2016 calendar year, the Department's costs for web design sourced through the Department of Human Services Creative Panel and the Department of Finance Communications Multi Use List was \$900,000 (GST incl).

(v) The Department does not record costs for electronic communications.

(vi) Nil.

(vii) The Department provides staff with ergonomic equipment as recommended, after a work health and safety assessment, and to provide an itemised list of costs would require an unreasonable diversion of departmental resources.