

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: SQ17-000213

Topic: Advertising and Information Campaigns

Hansard page: Written

Senator Catryna Bilyk asked:

1. How much has the Department spent on advertising and information campaigns since 1 October 2016 (GST inclusive)? Can a list of all Contract Notice IDs for the Austender website in relation to advertising and information campaign contracts please be provided?
2. How much did the Department spend on Facebook advertising or sponsored Facebook posts in calendar year 2016 (GST inclusive)?
3. How much did the Department spend on Google adwords advertising in calendar year 2016 (GST inclusive)?

Answer:

1. The Department spent a total of \$302,980.35 (GST incl) on advertising and information campaigns from 1 October 2016 to 31 December 2016.

The list of all Contract Notice IDs for the Austender website (www.tenders.gov.au) for advertising and information campaign contracts from 1 October 2016 to 31 December 2016 is as follows:

Agency	Contact ID
BMF Advertising Pty Ltd	CN3311999-A1
Creative development	CN3311999-A2
Hall & Partners / Open Mind Pty Ltd	CN3311334
Benchmark, tracking and evaluation research	CN3311334-A1
	CN3311334-A2
Ogilvy & Mather (Sydney) Pty Ltd	CN3307594
CALD consultant	
33 Creative Pty Ltd	CN3308517
Indigenous consultant	
Fenton Strategic Communications	CN3308599
Public Relations	
Eleven Strategic Communications	CN3390955
Corporate objectives or policy development	

2. The Department spent a total of \$910,364.44 (GST incl) on Facebook advertising and sponsored Facebook posts in calendar year 2016.
3. The Department spent a total of \$413,908.05 (GST incl) on Google Adwords advertising in calendar year 2016.