

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates May 2017
Communications Portfolio
Australia Post

Question No: 87

Australia Post

Hansard Ref: Written, 07/06/2017

Topic: Advertising and information campaigns

Senator Urquhart, Anne asked:

1. How much has Australia Post spent on advertising and information campaigns since 1 October 2016 (GST inclusive)?
2. How much did Australia Post spend on Facebook advertising or sponsored Facebook posts in calendar year 2016 (GST inclusive)?
3. How much did Australia Post spend on Google adwords advertising in calendar year 2016 (GST inclusive)?

Answer:

1. Australia Post spent approximately \$25.7 million (GST inclusive) on advertising and information campaigns from 1 October 2016 to 30 April 2017.
2. Australia Post spent approximately \$1.3 million (GST inclusive) on Facebook advertising or sponsored Facebook posts in calendar year 2016.
3. Australia Post spent approximately \$4.7 million on Google adwords advertising in calendar year 2016.