

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Additional Estimates Hearings February 2014

Communications Portfolio

Australian Communications and Media Authority

Question No: 48

Program No. Australian Communications and Media Authority (ACMA)

Hansard Ref: In Writing

Topic: Government advertising

Senator Ludwig asked:

1. How much has been spent on government advertising (including job ads) since 7 September 2013?
 - a. List each item of expenditure and cost
 - b. List the approving officer for each item
 - c. Detail the outlets that were paid for the advertising
2. What government advertising is planned for the rest of the financial year?
 - a. List the total expected cost
 - b. List each item of expenditure and cost
 - c. List the approving officer for each item
 - d. Detail the outlets that have been or will be paid for the advertising

Answer:

1.

a		b	c
Description	Cost (\$ 000's)	Authorised	Supplier
Gazettes	6	Appropriate delegates	APSC
Recruitment	42	Appropriate delegates	DBCDE
Gazette	5	Appropriate delegates	OPC
Gazette	3	Appropriate delegates	Adcorp
On-line Advertising	33	Appropriate delegates	Google / Facebook / LinkedIn
General	12	Appropriate delegates	Various printed media
	\$ 101		

2. The budget planned for the rest of the financial year is \$69 000, but cannot be allocated to specific items nor suppliers.