

**Economics Legislation Committee**  
ANSWERS TO QUESTIONS ON NOTICE  
Industry Portfolio  
Additional Budget Estimates Hearing 2013-14  
27 February 2013

---

**AGENCY/DEPARTMENT:** DEPARTMENT OF INDUSTRY

**TOPIC:** Government Advertising

**REFERENCE:** Written Question – Senator Ludwig

**QUESTION No.:** AI-80

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. The cost of advertising for the Department for the period 7 September 2013 to 28 February 2014 is \$97,275 (GST exclusive). Payments of \$11,000 or less (GST exclusive) are not reported. Government advertising would be approved by SES Band 1 or higher.

<b>Details of expenditure</b>	<b>Cost \$ (GST exclusive)</b>	<b>Provider</b>
Canberra Stories Centenary of Canberra shorts	15,157	Universal McCann
Google Advertising in relation to MySkills	15,500	Universal McCann
Video based on National Partnership Agreement on Skills reform	22,500	Analog Digital Group Pty Ltd – t/a Pusher Sydney and Pusher Brisbane
Plantation Manufacturing Innovation and Investment Fund	23,127	Universal McCann
Business Online Services – online advertising	20,991	Universal McCann

3. The current planned cost of advertising for the Department as at 28 February 2014 is \$155,082 (GST exclusive). Planned advertising for \$11,000 or less (GST exclusive) are not reported.

<b>Details of expenditure</b>	<b>Cost \$ (GST exclusive)</b>
Development of a Communications Strategy and Plan for the Commercial Building Disclosure Program	29,455
Geelong Region Innovation Investment Fund/North Melbourne Innovation Investment Fund advertising	13,708
Promotion of Questacon in various publications	20,610
Business Online Services – online advertising	29,167

Please note as this information is as at 28 February 2014, it does not include the Anti-Dumping Commission. The Australian Customs and Border Protection Service will report on the Commission where appropriate in their responses to 2013-14 Budget Estimates Questions on Notice.