

**Question on notice no. 61**

**Portfolio question number: 62**

**2018-19 Supplementary budget estimates**

**Foreign Affairs, Defence and Trade Committee, Foreign Affairs and Trade Portfolio**

**Senator Catryna Bilyk:** asked the Department of Foreign Affairs and Trade on 25 October 2018—

What was the Department's total expenditure on social media influencers during the financial year commencing 1 July 2017?

What advertising or information campaigns did the Department use social media influencers to promote?

Can a copy of all relevant social media influencer posts please be provided?

Can an itemised list of all Austender Contract Notice numbers for all relevant social media influencer contracts please be provided?

**Answer —**

Answer attached

**QUESTION ON NOTICE/ Written**

**062 – Supplementary Budget Estimates**

**Topic: Social Media**

**Senator Catryna Bilyk**

**Question**

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**Answer**

1) The Department spent 11,056,944 South Korean Won KRW (approx. 13,242 AUD) on a single contract in 2017-18, prior to receiving notice on 15 August 2018 of the Government's decision that paid social media influencer strategies are not to be used in campaign advertising and/or related public relations activities.

2) The Australian Embassy to the Republic of Korea initiated the activity to promote Australian food, culture, lifestyle and education to South Korean audiences through the Korean language YouTube channel, HojuSara, run by Sara Holmes. Ms Holmes was paid to film, edit and publish videos for her YouTube channel.

3) Video links on YouTube channel, HojuSara.  
<https://www.youtube.com/watch?v=F-rOQcQTvil>  
<https://www.youtube.com/watch?v=n45Wb7cO-FY>

4) Not applicable.