

Senate Community Affairs Legislation Committee

ADDITIONAL ESTIMATES - 27 FEBRUARY 2014 ANSWER TO QUESTION ON NOTICE

Department of Human Services

Topic: Government Advertising

Question reference number: HS 181

Senator: Ludwig

Type of question: Written

Date set by the committee for the return of answer: 24 April 2014

Number of pages: 2

Question:

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

Answer:

- a) The department spent \$258,384 on advertising from 7 September 2013 to 28 February 2014.
 - 1) The break down by item of expenditure and cost is given below.

Item of expenditure	Cost
Advertising staff	\$3,018
Advertising radio	\$44,139
Advertising press	\$86,725
Advertising other *	\$107,959
Advertising Commonwealth Rehabilitation Services	\$16,543
Total	\$258,384

* Includes community awareness advertising of mobile service centres.

- 2) It would require an unreasonable diversion of resources to provide details of the approving officer for each item.

3) The outlets the department paid for advertising are:

Outlet	Purpose
Adcorp	Recruitment, public notices, tenders and departmental services
Special Broadcasting Service (SBS)	National multicultural radio broadcasting
Independent and General	Community multicultural radio broadcasting

b) The department does not forecast for these expenses at this level.

- 1) Not applicable.
- 2) Not applicable.
- 3) Not applicable.
- 4) Refer to response provided at question (a)(3) above.