

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
SOCIAL SERVICES PORTFOLIO
2015-16 Additional Estimates Hearings

Outcome Number: Cross Outcome - Across Programmes Question No: SQ16-000085

Topic: Government Advertising/Marketing

Hansard page: Written

Senator Joe Ludwig asked:

Since the change of Prime Minister on 14 September, 2015:

1. How much has been spent by the department / agency on marketing?
 - a. List the total cost
 - b. List each item of expenditure and cost
 - c. List the approving officer for each item.
 - d. Detail the ministerial or ministerial staff involvement in the commissioning process.
 - e. Which firm provided the marketing?
2. How much has been spent by the department / agency on government advertising (including job ads)?
 - a. List the total cost
 - b. List each item of expenditure and cost
 - c. Where the advertising appeared
 - d. List the approving officer for each item.
 - e. Detail the ministerial or ministerial staff involvement in the commissioning process.
 - f. Detail the outlets that were paid for the advertising.
3. 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. Where the advertising will appear
 - d. List the approving officer for each item.
 - e. Detail the ministerial or ministerial staff involvement in the commissioning process.
 - f. Detail the outlets that have been or will be paid for the advertising.
4. Provide copies of approvals for advertising, including but not limited to, approvals made by the Prime Minister or his delegate, the Minister or their delegate, or the Department or their delegate.

Answer:

1.
 - (a) For the period 14 September 2015 to 31 December 2015, the Department has spent \$66,540.00 (GST exclusive) on marketing.
 - (b) and (e)
For the period 14 September 2015 to 31 December 2015, below is an itemised list of the Department's expenditure on marketing:

(b) Item of expenditure	(b) Amount paid \$ GST exclusive	(e) Name of supplier
Aged Care Reform - Indigenous <i>Note: This contract transferred to the Department of Health under the Machinery of Government changes in November 2015</i>	14,200.00	26 Letters Communications and Public Relations
Aged Care Reform - CALD <i>Note: This contract transferred to the Department of Health under the Machinery of Government changes in November 2015</i>	17,540.00	26 Letters Communications and Public Relations
Media services for International Day of People with Disability	34,800.00	D G J Osborne
Total	66,540.00	

- (c) All approvals of marketing expenditure are made by the relevant DSS delegate.
(d) Nil.

2.

- (a) For the period 1 September 2015 to 31 December 2015, the Department spent \$161,697.95 (GST exclusive) on government advertising (including job ads).

(b) and (c)

For the period 1 September 2015 to 31 December 2015, the following is a breakdown of the Department's expenditure on government advertising:

- Campaigns - \$0
- Recruitment - \$11,132.28 (GST exclusive)
- Non-campaign - \$150,565.67 (GST exclusive)

To provide a further breakdown of this expenditure would be a significant diversion of resources.

- (d) All approvals of government advertising expenditure are made by the relevant DSS delegate.
(e) Nil for recruitment and non-campaign advertising. Commissioning of campaign advertising is agreed through the standard government campaign approval process.
(f) Dentsu Mitchell, GradAustralia Pty Ltd, Sensis Pty Ltd and Link Magazine.

3.

- (a) The total expected cost of government advertising planned for the rest of the financial year is \$199,999.86 (GST exclusive).

(b) and (c)

The following is a breakdown of planned government advertising:

- Campaigns - \$0
- Non-campaign (excluding recruitment) - \$199,999.86 (GST exclusive)

To provide details of planned recruitment advertising would be a significant diversion of resources.

- (d) All approvals of government advertising expenditure are made by the relevant DSS delegate.
(e) Nil for recruitment and non-campaign advertising. Commissioning of campaign advertising is agreed through the standard government campaign approval process.
(f) Dentsu Mitchell.

4.

To provide copies of advertising approvals would be a significant diversion of resources.