

**Senate Community Affairs Committee**

**ANSWERS TO ESTIMATES QUESTIONS ON NOTICE**

**HEALTH PORTFOLIO**

**Additional Estimates 2016 - 2017, 1 March 2017**

**Ref No:** SQ17-000255

**OUTCOME:** 0 - Whole of Portfolio

**Topic:** Advertising and Information Campaigns

**Type of Question:** Written Question on Notice

**Senator:** Bilyk, Catryna

**Question:**

- a) How much has the Department spent on advertising and information campaigns since 1 October 2016 (GST inclusive)? Can a list of all Contract Notice IDs for the Austender website in relation to advertising and information campaign contracts please be provided?
- b) How much did the Department spend on Facebook advertising or sponsored Facebook posts in calendar year 2016 (GST inclusive)?
- c) How much did the Department spend on Google adwords advertising in calendar year 2016 (GST inclusive)?

**Answer:**

- a) The Department of Health has spent \$712,658 (GST inclusive) on advertising and information campaigns between 1 October 2016 and 28 February 2017.

The Contract Notice IDs for the Austender website in relation to advertising and information campaign contracts are:

CN3389976  
CN3399480  
CN33100752-A2  
CN3312235- A1  
CN3405595  
CN3384353  
CN3401517  
CN3396381  
CN3407644  
CN3407655  
CN3307024

- b) The Department of Health spent a total of \$1,162,847 (GST inclusive) on Facebook advertising or sponsored Facebook posts in calendar year 2016, the majority of this relates to health promotion campaigns.
- c) The Department of Health spent a total of \$637,047 (GST inclusive) on Google adwords advertising in calendar year 2016, the majority of this relates to health promotion campaigns.