

Senate Community Affairs Legislation Committee

BUDGET ESTIMATES - 29 MAY 2012 ANSWER TO QUESTION ON NOTICE

Human Services Portfolio

Topic: Advertising Costs

Question reference number: HS 52

Senator: Fifield

Type of question: Written

Date set by the committee for the return of answer: 27 July 2012

Number of pages: 1

Question:

- a) How much has been spent by DHS on advertising/communications in 2011-2012?
- b) What is the breakdown of these costs per program?

Answer:

- a) \$6,645,783 to 31 March 2012. All expenditure is non-campaign advertising. This expenditure includes all non-campaign print, radio and internet advertising in areas such as recruitment, public notices, tenders and other services provided by the department. This advertising is placed through Adcorp. Other advertising includes items such as White Pages advertising, SBS and Google.
- b) The breakdown of these costs is not available since integration of the department on 1 July 2012. The department does not record these costs at a program level.