Senate Community Affairs Legislation Committee

BUDGET ESTIMATES – 5-6 JUNE 2014
ANSWER TO QUESTION ON NOTICE

Department of Human Services

Topic: Government Advertising

Question reference number: HS 131

Senator: Ludwig
Type of question: Written
Date set by the committee for the return of answer: 25 July 2014
Number of pages: 2

Question:

a) How much has been spent on government advertising (including job ads) since Additional Estimates in February 2014?
   i)   List each item of expenditure and cost.
   ii) List the approving officer for each item.
   iii) Detail the outlets that were paid for the advertising.

b) What government advertising is planned for the rest of the financial year?
   i)   List the total expected cost.
   ii) List each item of expenditure and cost.
   iii) List the approving officer for each item.
   iv) Detail the outlets that have been or will be paid for the advertising.

Answer:

a) The department spent $226,651 on advertising from 1 March 2014 to 31 May 2014.
   i)   The break down by item of expenditure and cost is given below:

Item of expenditure	Cost ($)
Advertising staff	14,031
Advertising radio	15,540
Advertising press	86,596
Advertising other *	89,085
Advertising Commonwealth Rehabilitation Services	21,399
Total	**226,651**

   * Includes community awareness advertising of mobile service centres.

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

iii) 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.

   i) Not applicable.

   ii) Not applicable.

   iii) Not applicable.

   iv) Refer to response provided at question (a)(iii) above.