

Senate Community Affairs Legislation Committee

SUPPLEMENTARY BUDGET ESTIMATES – 23-24 OCTOBER 2014 ANSWER TO QUESTION ON NOTICE

Department of Human Services

Topic: Advertising

Question reference number: HS 106

Senator: Ludwig

Type of question: Written

Date set by the committee for the return of answer: 12 December 2014

Number of pages: 1

Question:

Since Budget Estimates in June 2014:

- a) How much has the Department/Agency spent on Advertising, including through the use of agencies?
- b) Please detail each advertising campaign, including its cost, where the advertising appeared, production costs, who approved, ministerial or ministerial staff involvement in commissioning.
- c) Provide copies of approvals, 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:

- a) The department spent \$684,430 on advertising from Budget Estimates in June 2014 to 31 October 2014.
- b) The department has not undertaken any advertising campaigns.
- c) Advertising is not managed centrally and therefore to compile the information to answer this question would represent a substantial and unreasonable use of resources.