

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
SOCIAL SERVICES PORTFOLIO
2014-15 Supplementary Estimates Hearings

Outcome Number: Cross Outcome - Across Programs

Question No: 83

Topic: Government advertising

Hansard Page: Written

Senator Ludwig asked:

Since Budget Estimates in June, 2014:

1. How much has been spent on government advertising (including job ads)?
 - (a) List each item of expenditure and cost
 - (b) List the approving officer for each item
 - (c) Detail the outlets that were paid for the advertising
2. 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) List the approving officer for each item
 - (d) Detail the outlets that have been or will be paid for the advertising"

Answer:

1. Please refer to the answer to Supplementary Estimates question number 132.
2. As at 14 November 2014, advertising is booked to promote event registrations for International Day of People with Disability on 3 December 2014.
 - a) \$4,320.60 (GST exclusive).
 - b) Facebook promoted posts \$1,200
Google display banners and search words \$1,000
Outbrain sponsored content \$300
Pro Bono Australia banner \$940
Mitchell and Partners service charges \$880.60.
 - c) Approved by relevant DSS delegate.
 - d) Facebook, Google, Outbrain, Pro Bono Australia and Mitchell and Partners.