

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Additional Estimates Hearings February 2014
Communications Portfolio
Department of Communications

Question No: 389

Program No. Corporate
Hansard Ref: In Writing

Topic: Government Advertising

Senator Ludwig asked:

1. How much has been spent on Government advertising (including job ads) since 7 September 2013?
 - 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. The Department's financial expenses are recorded on accrual accounting basis, with these items reconciled at the end of every month. To provide expense data at any date other than month-end would risk misstatement of the Department's position and require an unreasonable diversion of departmental resources.
 - a. The Department has expensed \$7,670,356.15 on advertising (including recruitment advertising) over the period 1 September 2013 to 31 January 2014. These covered three main activities:
 - The Digital Switchover campaign with expenses of \$4,520,545.85 (GST excl);
 - The Retune campaign with expenses of \$3,123,743.23 (GST excl); and
 - Non-campaign advertising expenses of \$26,067.07 (GST excl).
 - b-c. To provide a complete list of approving officers and service providers would require an unreasonable diversion of Departmental resources.
2.
 - a-b. The Retune administered campaign will continue through to the end of 2014. The Digital Television Switchover – Spectrum Restacking Assistance program, of which the Retune campaign is an element, has funding of \$46,113,000 in 2013-14.
 - c-d. To provide a complete list of approving officers and service providers would require an unreasonable diversion of departmental resources.