

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Additional Estimates Hearings February 2014**  
**Communications Portfolio**  
**Telecommunications Universal Service Management Agency**

**Question No: 435**

**Program No. Telecommunications Universal Service Management Agency (TUSMA)**

**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.
  - a. TUSMA paid a total cost of \$7,782.62 (GST inclusive) for the CEO recruitment exercise. The advertising was conducted through Adcorp.
  - b. The Acting CEO approved the cost for advertising.
  - c. TUSMA paid Adcorp for the advertising in the Australian and Australian Financial Review.
2. TUSMA does not anticipate any further government advertising for the rest of this financial year.