

**Senate Standing Committee on Environment and Communications
Legislation Committee
Answers to questions on notice
Environment portfolio**

Question No: 181
Hearing: Additional Estimates
Outcome: Corporate
Programme: Policy Analysis and Implementation (PAAI)
Topic: Government advertising / marketing
Hansard Page: N/A
Question Date: 19 February 2016
Question Type: Written

Senator Ludwig asked:

Since the change of Prime Minister on 14 September, 2015:

1. How much has been spent by the department / agency on marketing?
 - a) List the total cost
 - b) List each item of expenditure and cost.
 - c) List the approving officer for each item.
 - d) Detail the ministerial or ministerial staff involvement in the commissioning process.
 - e) Which firm provided the marketing?
2. How much has been spent by the department / agency on government advertising (including job ads)?
 - a) List the total cost
 - b) List each item of expenditure and cost
 - c) Where the advertising appeared
 - d) List the approving officer for each item.
 - e) Detail the ministerial or ministerial staff involvement in the commissioning process.
 - f) Detail the outlets that were paid for the advertising.
3. 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) Where the advertising will appear
 - d) List the approving officer for each item.
 - e) Detail the ministerial or ministerial staff involvement in the commissioning process.
 - f) Detail the outlets that have been or will be paid for the advertising.
4. Provide copies of approvals for advertising, 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:

Department of the Environment

1.
 - a) Total cost: \$19,204.13 (GST Inclusive).
 - (b – e) Refer to table 1.
2.
 - a) Total cost: \$636,333.44 (GST Inclusive).
 - (b – f) Refer to Table 2.
3.
 - a) Total cost: \$378,873.33 (GST Inclusive).
 - (b – f) Refer to Table 3.
4. Approvals are based on standard financial delegations according to the expenditure amount. Providing specific details about approvals for each item would involve an extensive manual process and therefore, in the context of existing workloads, an unreasonable diversion of resources.

Sydney Harbour Federation Trust

1.
 - a) Total cost: \$11,639 (GST Inclusive).
 - (b – e) Refer to Table 4.
2.
 - a) Total cost: \$21,522 (GST Inclusive).
 - (b – f) Refer to Table 5.
3.
 - a) List the total expected cost: \$88,874.40 (GST Inclusive).
 - (b – f) Refer to Table 6.
4. Approvals are based on standard financial delegations according to the expenditure amount. Providing specific details about approvals for each item would involve an extensive manual process and therefore, in the context of existing workloads, an unreasonable diversion of resources.

National Parks

1.
 - a) Total cost: \$6832.60 (GST inclusive).
 - (b – e) Refer to Table 7.
2.
 - a) Total cost: \$31,224.86 (GST inclusive).
 - (b – f) Refer to Table 8.
3. The Director of National Parks has no advertising planned and tightly manages its expenditure on advertising.
4. Approvals are based on standard financial delegations according to the expenditure amount. Providing specific details about approvals for each item would involve an

extensive manual process and therefore, in the context of existing workloads, an unreasonable diversion of resources.

Great Barrier Reef Marine Park Authority

1.
 - a) Total cost: \$2035.71 (GST Inclusive).
(b – e) Refer to Table 9.
2. Nil.
3. Nil.
4. Approvals are based on standard financial delegations according to the expenditure amount. Providing specific details about approvals for each item would involve an extensive manual process and therefore, in the context of existing workloads, an unreasonable diversion of resources.

Clean Energy Regulator

1. Nil
2.
 - a) Total cost: \$3456.50 (GST Inclusive).
(b – f) Refer to Table 10.
3. Nil.
4. Approvals are based on standard financial delegations according to the expenditure amount. Providing specific details about approvals for each item would involve an extensive manual process and therefore, in the context of existing workloads, an unreasonable diversion of resources.

The Clean Energy Finance Corporation

1. Nil
2. Nil
3.
 - a) Total cost: \$12,543 (GST Inclusive).
(b – f) Refer to Table 11.
4. Approvals are based on standard financial delegations according to the expenditure amount. Providing specific details about approvals for each item would involve an extensive manual process and therefore, in the context of existing workloads, an unreasonable diversion of resources.

Australian Renewable Energy Agency

1. Nil.
2. Nil.
3. Nil.
4. Not applicable.

Climate Change Authority

1. Nil.
2. Nil.
3. Nil.
4. Not applicable.

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Environment portfolio

Table 1. Amount spent by the Department of the Environment on marketing.

Items of expenditure and cost	Approving officer	Ministerial or ministerial staff involved	Firm providing the marketing
CEWO water updates (\$4290.74)	SES Band 2	Nil	Dentsu Mitchell Media
2017 Graduate Programme (\$9308.20)	EL 2	Not applicable	Graduate Opportunities
A2 posters – printing (\$445.28)	SES Band 3	These activities were part of the Green Army recruitment and call for projects campaign	Partech Pty Ltd trading as Bytes 'n Colours
Pull-up banner – printing (\$589)	SES Band 3	These activities were part of the Green Army recruitment and call for projects campaign	FATS Digital Services Pty Ltd
Attendance at conference - NSW NRM/Landcare Conference (\$1381.82)	SES Band 3	These activities were part of the Green Army recruitment and call for projects campaign	Marketing activities undertaken in-house by the Green Army team
Attendance at conference - QLD State NRM Conference (\$636.36)	SES Band 3	These activities were part of the Green Army recruitment and call for projects campaign	Marketing activities undertaken in-house by the Green Army team
Attendance at conference - SA NRM Conference (\$1000)	SES Band 3	These activities were part of the Green Army recruitment and call for projects campaign	Marketing activities undertaken in-house by the Green Army team
Attendance at conference - TAS Landcare Conference (\$272.73)	SES Band 3	These activities were part of the Green Army recruitment and call for projects campaign	Marketing activities undertaken in-house by the Green Army team
Factsheet – Programme – printing (\$260)	SES Band 3	These activities were part of the Green Army recruitment and call for projects campaign	Union Offset Co. Pty Ltd
Factsheet – Project – printing (\$260)	SES Band 3	These activities were part of the Green Army recruitment and call for projects campaign	Union Offset Co. Pty Ltd
Factsheet – Participant – printing (\$260)	SES Band 3	These activities were part of the Green Army recruitment and call for projects campaign	Union Offset Co. Pty Ltd
Brochure – printing (\$250)	SES Band 3	These activities were part of the Green Army recruitment and call for projects campaign	Union Offset Co. Pty Ltd
Business card – printing (\$250)	SES Band 3	These activities were part of the Green Army recruitment and call for projects campaign	Union Offset Co. Pty Ltd

Table 2. Amount spent by the Department of the Environment on government advertising (including job advertisements).

Items of expenditure and cost	Where the advertising appeared	Approving officer	Ministerial or ministerial staff involved	Outlets that were paid for the advertising
Recruitment – Chief Scientist (\$9981.74)	Various Australian Newspapers	EL2	Not applicable	Dentsu Mitchell Media Australia
Recruitment – AADC Vacancy (\$212.74)	www.seek.com.au	EL2	Not applicable	Dentsu Mitchell Media Australia
Recruitment – Instrument Workshop (\$212.74)	www.seek.com.au	EL2	Not applicable	Dentsu Mitchell Media Australia
Legislative Gazette Notices (\$7698.50)	Gazette	EL2	Not applicable	Australian Public Service Commission
Proposed AAD Icebreaker - Large Print Advertising (\$940.90)	Various locations	EL2	Not applicable	Badger Makes Badges Pty Ltd
Expeditioner Recruitment Billboard (\$5555)	WA Airport	EL2	Not applicable	Dentsu Mitchell Media Australia
Expeditioner Recruitment Billboard (\$792.00)	Gladstone Airport	EL2	Not applicable	Silverback Signs
Job advertisement for APS4, 5 and 6 policy officers (bulk round) ERF Division – (up to \$600)	Seek.com	EL2, ERAC Secretariat	Nil	Seek.com
Advertising the call for nominations of threatened species and ecological communities under the Environment Protection and Biodiversity Conservation Act 1999. (\$1823.97)	The Australian newspaper	EL2	Nil	Dentsu Mitchell Media Australia
Notice of adoption of recovery plan (Geocrinia frogs) and calling for public comment on draft recovery plans for the plains-wanderer and regent honeyeater (\$3219.35)	The Australian newspaper (18 September 2015)	EL2s	Nil	Dentsu Mitchell Media Australia
Notice calling for public comment on draft recovery plan for numbat (\$1836.44)	The Australian newspaper (27 October 2015)	EL2	No involvement	Dentsu Mitchell Media Australia
Three advertisements calling for public comment on National Heritage assessment of Chillagoe Karst Region (\$1220.88)	Mareeba Express newspaper (30 September 2015) Cooktown Local News newspaper (30 September 2015) Cairns Post newspaper (3 October 2015)	EL2	No involvement	Dentsu Mitchell Media Australia
Recruitment - Senior Project Officer (\$686.13)	*	**	Not applicable	Dentsu Mitchell Media Australia
Recruitment - Database & App Developer (\$212.74)	*	**	Not applicable	Dentsu Mitchell Media Australia
Recruitment - APS 5 and APS 6 - Various ICT Roles (\$212.74)	*	**	Not applicable	Dentsu Mitchell Media Australia
Recruitment - Community Liaison & Education Coordinator (\$212.74)	*	**	Not applicable	Dentsu Mitchell Media Australia
Arctic Expedition Recruitment (\$8349.44)	*	**	Not applicable	Dentsu Mitchell Media Australia
Arctic Expedition Recruitment (\$30,160.67)	*	**	Not applicable	Dentsu Mitchell Media Australia
Recruitment - Work And Live In Antarctic (\$5555)	*	**	Not applicable	Dentsu Mitchell Media Australia
Recruitment - Project And Communications Officer (\$212.74)	*	**	Not applicable	Dentsu Mitchell Media Australia
Recruitment - Professional Officer Ecotoxicology (Qa/Qc Officer) (\$212.74)	*	**	Not applicable	Dentsu Mitchell Media Australia
Recruitment - Assistant Secretary (\$212.74)	*	**	Not applicable	Dentsu Mitchell Media Australia
Recruitment - Recruitment - Park Manager - Uluru-Kata Tjuta National Park (\$1377.15)	*	**	Not applicable	Dentsu Mitchell Media Australia
Recruitment - Park Manager - Uluru-Kata Tjuta National Park (\$1227.88)	*	**	Not applicable	Dentsu Mitchell Media Australia
Recruitment - Local Engagement Officer (\$426.80)	*	**	Not applicable	Dentsu Mitchell Media Australia
Recruitment - Work And Live In Antarctic (\$3194.40)	*	**	Not applicable	Dentsu Mitchell Media Australia
Recruitment - Project Officer (\$212.74)	*	**	Not applicable	Dentsu Mitchell Media Australia
Recruitment - Senior Technical Officer (\$212.74)	*	**	Not applicable	Dentsu Mitchell Media Australia
Recruitment - Strategic Asset Manager (\$1056.94)	*	**	Not applicable	Dentsu Mitchell Media Australia
Recruitment - Fuel Inspector/Compliance Officer (\$212.74)	*	**	Not applicable	Dentsu Mitchell Media Australia
Recruitment - Deputy Secretary - Department Of The Environment (\$11,755.89)	*	**	Not applicable	Dentsu Mitchell Media Australia

Items of expenditure and cost	Where the advertising appeared	Approving officer	Ministerial or ministerial staff involved	Outlets that were paid for the advertising
Recruitment - Instrument Workshop Technical Officer (\$212.74)	*	**	Not applicable	Dentsu Mitchell Media Australia
Recruitment - Ari Database And Applications Development Coordinator (\$212.74)	*	**	Not applicable	Dentsu Mitchell Media Australia
Recruitment - SES Band 1 - Chief Financial Officer (\$212.74)	*	**	Not applicable	Dentsu Mitchell Media Australia
Recruitment - Marine Park Management Officers (\$674.52)	*	**	Not applicable	Dentsu Mitchell Media Australia
Recruitment - Park Planning Officer (\$426.14)	*	**	Not applicable	Dentsu Mitchell Media Australia
Recruitment - APS 3 Assistant Project Officer – Cultural Heritage (\$212.74)	*	**	Not applicable	Dentsu Mitchell Media Australia
Recruitment - Public Affairs Officer (\$212.74)	*	**	Not applicable	Dentsu Mitchell Media Australia
Recruitment - Economics And Deregulation Policy Officers (\$212.74)	*	**	Not applicable	Dentsu Mitchell Media Australia
Recruitment - Communications Support Officer (\$212.74)	*	**	Not applicable	Dentsu Mitchell Media Australia
Recruitment - Chief Scientist (\$9981.74)	*	**	Not applicable	Dentsu Mitchell Media Australia
Recruitment - Natural And Cultural Resources Ranger (\$368.50)	*	**	Not applicable	Dentsu Mitchell Media Australia
Recruitment - Programme Support And Policy Officers (\$212.74)	*	**	Not applicable	Dentsu Mitchell Media Australia
Recruitment - Program Leader - Geosciences Program/ Canberra (\$1135.42)	*	**	Not applicable	Dentsu Mitchell Media Australia
Recruitment - Program Leader - Geosciences Program/ Darwin (\$1135.42)	*	**	Not applicable	Dentsu Mitchell Media Australia
Online advertising (\$307,212.82)	Various websites including online television, mobile sites, website banner and Indigenous and CALD audience sites but not limited to Pedestrian TV, Spotify, Student Edge, Amobee and Big Mobile	SES Band 3	This advertising is part of the Green Army recruitment and call for projects campaign	Dentsu Mitchell Media Australia
Google search (\$191,294.41)	Google website	SES Band 3	This advertising is part of the Green Army recruitment and call for projects campaign	Dentsu Mitchell Media Australia
Fee for service (\$18,046.66)	N/A	SES Band 3	This advertising is part of the Green Army recruitment and call for projects campaign	Dentsu Mitchell Media Australia
Statutory Advertising - Notice of variation to application received from Century TS P/L to Export used Lead Acid Batteries to Korea (\$300)	Gazette	EL2	Not applicable	Office of Parliamentary Council
Advertising - Fuel Inspector/Compliance (\$212.74)	Seek	EL2	Not applicable	Dentsu Mitchell Media Australia
Advertising - 1/4 page Advertisement (\$1615.35)	National Farmers Federation Annual Review	EL2	Not applicable	Walsh Media
Advertising - Public notices, Water Trigger (\$2428.58)	The Australian	EL2	Not applicable	Dentsu Mitchell Media Australia

*Providing specific details about where the advertising appeared for each item would involve an extensive manual process and therefore, in the context of existing workloads, an unreasonable diversion of resources.

**Approvals are based on standard financial delegations according to the expenditure amount. Providing specific details about the approving officer for each item would involve an extensive manual process and therefore, in the context of existing workloads, an unreasonable diversion of resources.

Table 3. Department of the Environment – Government advertising planned for the rest of the financial year.

Items of expenditure and cost	Where the advertising will appear	Approving officer	Ministerial or ministerial staff involved	Outlets that have been or will be paid for the advertising
CEWP water updates (\$700)	Edward-Wakool regional newspapers	SES Band 2	Not applicable	Dentsu Mitchell Media Australia
Notice calling for public comment on draft recovery plan for Leadbeater's possum, and notifying the making of two plans (Alpine Sphagnum Bogs and Associated Fens ecological community, and Wildlife Conservation Plan for Migratory Shorebirds) (\$5758.62)	The Australian newspaper (20 February 2016)	EL2	Not applicable	Dentsu Mitchell Media Australia
Online advertising (\$131,418.61)	Various websites including online television, mobile sites, website banner and Indigenous and CALD audience sites but not limited to Yahoo!7, Pandora, Student Edge, Amobee and Big Mobile.	SES Band 3	This advertising is part of the Green Army recruitment and call for projects campaign	Dentsu Mitchell Media Australia
Google search (\$240,996.10)	Google search	SES Band 3	This advertising is part of the Green Army recruitment and call for projects campaign	Dentsu Mitchell Media Australia

Table 4. Amount spent by Sydney Harbour Federation Trust on marketing

Item of expenditure and cost	Approving officer	Ministerial or ministerial staff involved	Firm providing the marketing
Annual report design (\$2000)	SES Band 1	Not applicable	Satsuma
Accommodation / Teachers Pack design (\$200)	SES Band 1	Not applicable	Amanda Lukac Design
Campground promo postcard design (\$150)	SES Band 1	Not applicable	Allen Kurt Caguin
Biennale Road show flyer design (\$600)	SES Band 1	Not applicable	Amanda Lukac Design
NHS Entrance Signage Project design (\$500)	SES Band 1	Not applicable	Minale Tatersfield
Label design (\$990)	SES Band 1	Not applicable	Lee Jackson
Cockatoo Island Compendium (\$1360)	SES Band 1	Not applicable	Satsuma
Cockatoo Island Education pamphlet design (\$350)	SES Band 1	Not applicable	Amanda Lukac Design
Cockatoo Island Accommodation Customer Communication template (\$600)	SES Band 1	Not applicable	Satsuma
Cockatoo Island map design (\$700)	SES Band 1	Not applicable	Satsuma
Headland Park Tenant Handbook design (\$3409)	SES Band 1	Not applicable	Satsuma
Biennale Promotional Card design (\$780)	SES Band 1	Not applicable	Amanda Lukac Design

Table 5. Amount spent by Sydney Harbour Federation Trust on government advertising (including job advertisement).

Item of expenditure and cost	Where the advertising appeared	Approving officer	Ministerial or ministerial staff involved	Outlets that were paid for the advertising
Online advertising (\$3600)	Realestate.com.au	SES Band 1	Not applicable	Realestate.com.au
Education Program advertisement (\$1650)	School Education & Outdoor Education magazine	SES Band 1	Not applicable	School Education & Outdoor Education magazine
Sydney Official Visitor Map placement (one year) (\$2950)	Sydney Official Visitor Map	SES Band 1	Not applicable	Sydney Visitor Centres
Official Visitor Guide advertisement (1 year) (\$7429)	Sydney Official Visitor Guide	SES Band 1	Not applicable	Hardie Grant
Cockatoo Island Accommodation advertisement (\$2880)	NRMA magazine	SES Band 1	Not applicable	Dentsu Mitchell Media Australia
Facebook advertising (\$1577)	Facebook	SES Band 1	Not applicable	Facebook
Website listing North Head Sanctuary (\$800)	Hellomanly.com	SES Band 1	Not applicable	Manly Chamber Commerce
North Head Sanctuary advertisement (\$636)	Manly Daily	SES Band 1	Not applicable	Dentsu Mitchell Media Australia

Table 6. Sydney Harbour Federation Trust - Government advertising planned for the rest of the financial year.

Items of expenditure and cost	Where the advertising will appear	Approving officer	Ministerial or ministerial staff involved	Outlets that have been or will be paid for the advertising
Google Adwords for: Cockatoo Island Accommodation (\$10,500) and Biennale of Sydney (\$3,500)	Google search engine and other search engines	SES Band 1	Not applicable	Google
3 x Quarter page ads until End of Financial year (9 Quarter page ads in total package) and 1 x Full page advertisement (total package: from Jan to Oct 2016) (\$6475)	Australian Teacher Magazine	SES Band 1	Not applicable	Tempo Media Pty Ltd
Cockatoo Island Management Plan – public exhibition - advertisement in The Australian (\$3000) - advertisement in the Sydney Morning Herald (\$3750) - advertisement in The Inner West Courier (\$700) - advertisement in Central Sydney (\$450)	The Australian The Sydney Morning Herald Inner West Courier Central Sydney	EL2	Not applicable	News Corp (The Australian) Fairfax Media (The Sydney Morning Herald) News Local (Inner West Courier and Central Sydney)
Platypus Management Plan – public exhibition - advertisement in the Sydney Morning Herald (\$3750) - advertisement in the Mosman Daily (\$450) - advertisement in North Shore Times (\$750)	The Sydney Morning Herald Mosman Daily North Shore Times	EL2	Not applicable	Fairfax Media (The Sydney Morning Herald) News Local (Mosman Daily and North Shore Times)
Middle Head Management Plan – public exhibition - advertisement in the Sydney Morning Herald (\$3750) - advertisement in the Mosman Daily (\$450)	The Sydney Morning Herald Mosman Daily	EL2	Not applicable	Fairfax Media (The Sydney Morning Herald) News Local (Mosman Daily)
Platypus Walkway – invitation for public comment - advertisement in the Sydney Morning Herald (\$3750) - advertisement in the Mosman Daily (\$450) - advertisement in North Shore Times (\$750)	The Sydney Morning Herald Mosman Daily North Shore Times	EL2	Not applicable	Fairfax Media (The Sydney Morning Herald) News Local (Mosman Daily and North Shore Times)
Middle Head – public open day - advertisement in the Sydney Morning Herald (\$8000) - advertisement in the Mosman Daily (\$1500)	The Sydney Morning Herald Mosman Daily	EL2	Not applicable	Fairfax Media (The Sydney Morning Herald) News Local (Mosman Daily)
Platypus – public open day - advertisement in the Sydney Morning Herald (\$8000) - advertisement in the Mosman Daily (\$1500) - advertisement in North Shore Times (\$1500)	The Sydney Morning Herald Mosman Daily North Shore Times	EL2	Not applicable	Fairfax Media (The Sydney Morning Herald) News Local (Mosman Daily and North Shore Times)
Half page advertisement for Cockatoo Island, Winter 2016 (\$8171.90)	The Official Sydney Guide	SES Band 1	Not applicable	Hardie Grant Media
Discount Coupon for Cockatoo Island Accommodation Winter 2016 (\$2805)	The Official Sydney Guide	SES Band 1	Not applicable	Hardie Grant Media
Half page advertisement appearing in four editions and 2 bonus for Manly Guide (\$9450)	What's On in Sydney and Official Manly Guide	SES Band 1	Not applicable	Welcome Publishing Trust
Full page advertisement split for three sites, appearing in two editions (\$5472.50)	The Official Sydney Map	SES Band 1	Not applicable	Smiley Ad Co.

Table 7. Amount spent by National Parks on marketing

Items of expenditure and cost	Approving officer	Ministerial or ministerial staff involved	Firm providing the marketing
4 x Brochure distribution (\$760)	EL1	Not applicable	Brochure Distribution Services
Display panel (\$1600)	EL1	Not applicable	ACT Economic Development Directorate
Henbury TeachLive (\$1320)	EL1	Not applicable	Gatecrasher Media Pty Ltd
Media Video (\$2780)	Public Affairs Officer 2	Not applicable	Australian Broadcasting Corporation
Footage (\$340)	Public Affairs Officer 2	Not applicable	Australian Broadcasting Corporation
Imaging (\$32.60)	Public Affairs Officer 2	Not applicable	National Archives

Table 8. Amount spent by National Parks on government advertising (including job advertisement)?

Items of expenditure and cost	Where the advertising appeared	Approving officer	Ministerial or ministerial staff involved	Outlets that were paid for the advertising
Advertisement for education (\$935)	Education magazine for schools	EL1	Not applicable	Walsh Media
31x Position vacant advertisements (\$10,110.93)	Includes Seek.com.au, Careerspot.com.au, COOEEads, Environmental Jobs, NRM Jobs, Norfolk Times newspaper.	EL2	Not applicable	Dentsu Mitchell Media Australia
Radio advert including script and production (Summer Concerts) (\$8938.60)	Mix 106.3	EL1	Not applicable	Austereo Capital FM Pty Ltd & Capit
School holiday program advert (\$957)	Canberra Child	EL1	Not applicable	Copeland Publishing
2 x Summer Sounds advert (\$1782)	BMA Magazine	EL1	Not applicable	Radar Media Pty Ltd
Master Plan open day advert (\$1111)	Canberra Weekly	EL1	Not applicable	Newstate Media Pty Ltd
Spring 2015 ANBG tourism advert (\$1348.42)	Canberra Times Panorama	EL1	Not applicable	Fairfax Media Publications Pty Ltd
Summer 2015 edition ANBG tourism advert (\$882)	See Canberra	EL1	Not applicable	Fairfax Media Publications Pty Ltd
Summer 2015 edition ANBG tourism advert (\$540)	See Canberra	EL1	Not applicable	Fairfax Media Publications Pty Ltd
Volunteer Guides recruitment advert (\$949.21)	Canberra Times Panorama	EL1	Not applicable	Fairfax Media Publications Pty Ltd
5 x adverts (\$372)	Facebook	EL1	Not applicable	Facebook advertising
Directory listing (\$218.90)	NFP Directory	EL1	Not applicable	Bombora Publish
3 x fox/bitou control public notices (\$2189.80)	Regional Publishers	EL2	Not applicable	Fairfax Media
2 x Island update (\$840)	The Islander	EL1	Not applicable	Shire of Christmas Island
Atoll advert (\$50)	Cocos (Keeling) Island Telecentre	EL1	Not applicable	Cocos (Keeling) Island Telecentre

Table 9. Amount spent by Great Barrier Reef Marine Park Authority on marketing

Items of expenditure and cost	Approving officer	Ministerial or ministerial staff involved	Firm providing the marketing
Fish and Boat advertising (\$2035.71)	APS3	Not applicable	Dentsu Mitchell Media Australia

Table 10. Amount spent by Clean Energy Regulator on government advertising (including job advertisement).

Items of expenditure and cost	Where the advertising appeared	Approving officer	Ministerial or ministerial staff involved	Outlets that were paid for the advertising
APSJobs subscription, per annum (\$3456.50)	APSJobs website	Not Applicable	Not Applicable	Not Applicable

Table 11. The Clean Energy Finance Corporation - government advertising planned for the rest of the financial year.

Item of expenditure and cost	Where the advertising will appear	Approving officer	Detail the ministerial or ministerial staff involvement in the commissioning process	Detail the outlets that have been or will be paid for the advertising
Print job advertisements (\$7875)	Financial Review	Chief Executive Officer	Not applicable*	Not applicable*
On-line job advertisements between 15/02/2016 to 14/05/2016 (\$3282)	LinkedIn	Manager – Human Resources and Operations	Not applicable*	Not applicable*
On-line job advertisements (\$1386)	Seek Limited	Manager – Human Resources	Not applicable*	Not applicable*

* Providing specific details for each item would involve an extensive manual process and therefore, in the context of existing workloads, an unreasonable diversion of resources.