

**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.

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

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

| <b>Items of expenditure and cost</b>                               | <b>Approving officer</b> | <b>Ministerial or ministerial staff involved</b>  | <b>Firm providing the marketing</b>                             |
|--|--------------------------|---|---|
| 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)<br>Cooktown Local News newspaper (30 September 2015)<br>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 Expeditioner Recruitment (\$8349.44)  | *  | **                    | Not applicable                            | Dentsu Mitchell Media Australia            |
| Arctic Expeditioner 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.**

| <b>Items of expenditure and cost</b>   | <b>Where the advertising will appear</b>  | <b>Approving officer</b> | <b>Ministerial or ministerial staff involved</b>                                      | <b>Outlets that have been or will be paid for the advertising</b> |
|--|---|--------------------------|---|---|
| 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**

| <b>Item of expenditure and cost</b>                                   | <b>Approving officer</b> | <b>Ministerial or ministerial staff involved</b> | <b>Firm providing the marketing</b> |
|---|--------------------------|--|-------------------------------------|
| 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).**

| <b>Item of expenditure and cost</b>                       | <b>Where the advertising appeared</b>         | <b>Approving officer</b> | <b>Ministerial or ministerial staff involved</b> | <b>Outlets that were paid for the advertising</b> |
|---|---|--------------------------|--|---|
| 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.**

| <b>Items of expenditure and cost</b>   | <b>Where the advertising will appear</b>  | <b>Approving officer</b> | <b>Ministerial or ministerial staff involved</b> | <b>Outlets that have been or will be paid for the advertising</b>   |
|--|---|--------------------------|--|---|
| 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<br>- advertisement in The Australian (\$3000)<br>- advertisement in the Sydney Morning Herald (\$3750)<br>- advertisement in The Inner West Courier (\$700)<br>- advertisement in Central Sydney (\$450) | The Australian<br>The Sydney Morning Herald<br>Inner West Courier<br>Central Sydney | EL2                      | Not applicable                                   | News Corp (The Australian)<br>Fairfax Media (The Sydney Morning Herald)<br>News Local (Inner West Courier and Central Sydney) |
| Platypus Management Plan – public exhibition<br>- advertisement in the Sydney Morning Herald (\$3750)<br>- advertisement in the Mosman Daily (\$450)<br>- advertisement in North Shore Times(\$750)  | The Sydney Morning Herald Mosman Daily<br>North Shore Times                         | EL2                      | Not applicable                                   | Fairfax Media (The Sydney Morning Herald)<br>News Local (Mosman Daily and North Shore Times)                                  |
| Middle Head Management Plan – public exhibition<br>- advertisement in the Sydney Morning Herald (\$3750)<br>- advertisement in the Mosman Daily (\$450)  | The Sydney Morning Herald<br>Mosman Daily   | EL2                      | Not applicable                                   | Fairfax Media (The Sydney Morning Herald)<br>News Local (Mosman Daily)  |
| Platypus Walkway – invitation for public comment<br>- advertisement in the Sydney Morning Herald (\$3750)<br>- advertisement in the Mosman Daily (\$450)<br>- advertisement in North Shore Times (\$750)   | The Sydney Morning Herald<br>Mosman Daily<br>North Shore Times                      | EL2                      | Not applicable                                   | Fairfax Media (The Sydney Morning Herald)<br>News Local (Mosman Daily and North Shore Times)                                  |
| Middle Head – public open day<br>- advertisement in the Sydney Morning Herald (\$8000)<br>- advertisement in the Mosman Daily (\$1500)   | The Sydney Morning Herald<br>Mosman Daily   | EL2                      | Not applicable                                   | Fairfax Media (The Sydney Morning Herald)<br>News Local (Mosman Daily)  |
| Platypus – public open day<br>- advertisement in the Sydney Morning Herald (\$8000)<br>- advertisement in the Mosman Daily (\$1500)<br>- advertisement in North Shore Times (\$1500)   | The Sydney Morning Herald<br>Mosman Daily<br>North Shore Times                      | EL2                      | Not applicable                                   | Fairfax Media (The Sydney Morning Herald)<br>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.