

**Senate Standing Committee on Environment and Communications**

**Answers to Senate Estimates Questions on Notice**

**Additional Estimates February 2017**

**Communications Portfolio**

**Department of Communications and the Arts**

**Question No: 41**

**Department of Communications and the Arts**

**Hansard Ref: Written, 10/03/2017**

**Topic: Advertising and information campaigns**

**Senator Bilyk, Catryna asked:**

1. How much has the Department spent on advertising and information campaigns since 1 October 2016 (GST inclusive)?
2. Can a list of all Contract Notice IDs for the Austender website in relation to advertising and information campaign contracts please be provided?
3. How much did the Department spend on Facebook advertising or sponsored Facebook posts in calendar year 2016 (GST inclusive)?
4. How much did the Department spend on Google adwords advertising in calendar year 2016 (GST inclusive)?

**Answer:**

1. The Department did not conduct any advertising and information campaigns from 1 October 2016 to 28 February 2017.
2. Not applicable.
3. The Department spent \$3006.19 (GST inclusive) on Facebook advertising or sponsored Facebook posts in calendar year 2016.
4. The Department spent \$5698.55 (GST inclusive) on Google adwords advertising in calendar year 2016.