

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Budget Estimates Hearings May 2014

Communications Portfolio

Australian Communications and Media Authority

Question No: 148

Program No. Australian Communications and Media Authority (ACMA)

Hansard Ref: In Writing

Topic: Government advertising

Senator Ludwig asked:

1. How much has been spent on government advertising (including job ads) since 25 February 2014?
 - 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		b	c
Description	Cost	Authorised	Supplier
Gazettes	\$1,000	Appropriate delegates	OPC
Recruitment	\$2,000	Appropriate delegates	ASPC
On-line advertising	\$23,000	Appropriate delegates	Google/Facebook/Linkedin
General	\$14,000	Appropriate delegates	Various printed media
Total	\$40,000		

2. The planned expense of advertising for the rest of the financial year is \$15,000, but cannot be allocated to specific items nor suppliers.