

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: 169

Program No. Australian Communications and Media Authority (ACMA)

Hansard Ref: In Writing

Topic: Advertising

Senator Ludwig asked:

1. How much has the Department/Agency spent on Advertising since 25 February 2014? Including through the use of Agencies.
2. Please detail each advertising campaign including its cost, where the advertising appeared, production costs, who approved, ministerial or ministerial staff involvement in commissioning.

Answer:

1. Total advertising expenses for this since 25 February 2014 are \$40,144 (GST excl).
2. All of the advertising was non-campaign advertising. This includes recruitment, public notices on various matters, variations to Acts, ACMA education programs and various discussion papers calling for submissions.