

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2014
Communications Portfolio
Special Broadcasting Service

Question No: 431

Program No. SBS

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. SBS does not commission government advertising campaigns. We do however conduct publicity advertising in support of our programming. Total spend for March and April 2014 was \$1,554,000.
2. To provide details of our marketing would require an unreasonable diversion of resources.

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