

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Budget Estimates Hearings May 2014

Communications Portfolio

Department of Communications

Question No: 663

Program No. Corporate

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. The Department's financial expenses are recorded on accrual accounting basis, with these items reconciled at the end of every month. To provide expense data at any date other than month-end would risk misstatement of the Department's position and require an unreasonable diversion of departmental resources.
 - a. The Department has expensed \$4,248,859.81 on advertising (including recruitment advertising) over the period 1 February to 30 April 2014. These covered three main activities:
 - The Digital Switchover communication campaign with expenses of \$171,105.58 (GST excl);
 - the Retune communication campaign with expenses of \$4,028,750.64 (GST excl);
 - and non-campaign advertising expenses of \$49,003.59 (GST excl).

 - b-c. To provide a complete list of approving officers and service providers would require an unreasonable diversion of Departmental resources.

2.
 - a. The Retune communication campaign is part of Digital Television Switchover – Spectrum Restacking Assistance programme and the campaign will continue through to the end of 2014 with advertising and other communication activities to support the roll out of the programme during this time.

 - b-d. To provide a complete list of approving officers and service providers would require an unreasonable diversion of departmental resources.