

**Senate Standing Committee on Environment and Communications  
Legislation Committee**  
Answers to questions on notice  
**Environment portfolio**

**Question No:** 243  
**Hearing:** Budget Estimates  
**Outcome:** Corporate  
**Programme:** Policy and Communications Division (PCD)  
**Topic:** Portfolio wide – government advertising  
**Hansard Page:** N/A  
**Question Date:** 26 May 2014  
**Question Type:** Written

**Senator Ludwig asked:**

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:**

**Department of the Environment**

With the exception of any advertising required in the normal course of business, for example public and gazettal notices, at the time of writing there were no specific advertising activities planned for the Department, including the Supervising Scientist Division and Director of National Parks.

- a) Not applicable
- b) Not applicable
- c) Not applicable
- d) Not applicable

**Australian Antarctic Division**

There is no advertising specifically planned, but as above we would expect further job advertisements, public and gazettal notices, in normal course of business.

- a) Not applicable
- b) Not applicable
- c) Not applicable
- d) Not applicable

### **Bureau of Meteorology**

There is no government advertising planned for the rest of the financial year.

- a) Not applicable
- b) Not applicable
- c) Not applicable
- d) Not applicable

### **Clean Energy Regulator**

The Clean Energy Regulator has no plans for upcoming government advertising.

- a) Not applicable
- b) Not applicable
- c) Not applicable
- d) Not applicable

### **Climate Change Authority**

Nil

- a) Not applicable
- b) Not applicable
- c) Not applicable
- d) Not applicable

### **Great Barrier Reef Marine Park Authority**

- a) \$4,745.59 (GST inclusive) excluding production costs
- b) Refer to the table below
- c) Refer to the table below
- d) Refer to the table below

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CAMPAIGN NAME	AMOUNT INC GST  (EXCLUDING PRODUCTION COSTS)	APPROVING OFFICER	OUTLETS WHO WERE PAID FOR THE ADVERTISING
Queensland Seafood Magazine	\$ 1,221.00	Ecosystem Conservation and Resilience - Director	Queensland Seafood Magazine
Queensland Seafood Magazine	\$ 1,221.00	Ecosystem Conservation and Resilience - Director	Queensland Seafood Magazine
June School Holidays DJA10001	\$ 1,400.00	Reef HQ - Public Relations Officer	Mitchell & Partner Australia Pty Ltd
June School Holidays	\$ 300.00	Reef HQ - Public Relations Officer	Mitchell & Partner Australia Pty Ltd
Ongoing Social Media	\$ 453.59	Reef HQ - Public Relations Officer	Facebook
Tow nsville North Queensland Adventure Travel Guide	\$ 150.00	Reef HQ - Public Relations Officer	Tow nsville Enterprise
<b>TOTAL</b>	<b>\$ 4,745.59</b>		

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**Murray-Darling Basin Authority**

There are no plans for any particular government advertising for the rest of the financial year.

- a) Not applicable
- b) Not applicable
- c) Not applicable
- d) Not applicable

**National Water Commission**

The National Water Commission has no government advertising planned for the rest of the 2013-14 financial year.

- a) Not applicable
- b) Not applicable
- c) Not applicable
- d) Not applicable

**Sydney Harbour Federation Trust**

The Sydney Harbour Federation Trust does not have any government advertising planned for the rest of the financial year.

- a) Refer to the table below
- b) Refer to the table below
- c) Refer to the table below
- d) Refer to the table below