

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

**Question No:** 252  
**Hearing:** Budget Estimates  
**Outcome:** Corporate  
**Programme:** Policy and Communications Division (PCD)  
**Topic:** PORTFOLIO WIDE - ADVERTISING  
**Hansard Page:** N/A  
**Question Date:** 11 June 2014  
**Question Type:** Written

**Senator Ludwig asked:**

How much has the Department/Agency spent on Advertising since Additional Estimates in February, 2014? Including through the use of agencies.

Please detail each advertising campaign including its cost, where the advertising appeared, production costs, who approved, ministerial or ministerial staff involvement in commissioning

**Answer:**

The Department of the Environment has not undertaken any advertising campaigns since Additional Estimates in February 2014.

The only portfolio agency to undertake advertising since that time is the Sydney Harbour Federation Trust, which spent \$48,653.18 on advertising since February 2014 as outlined below. All placements were approved by the Marketing Manager and or/ Executive Director.

<b>Advertising placement</b>	<b>Description</b>	<b>Cost</b>
Stayz Accommodation listing	Stayz - Fee for Apr	43.36
	Stayz - Fee for Aug	101.18
	Stayz - Fee for Jan 2014	144.54
	Stayz - Fee for Jul	130.09
	Stayz - Fee for July	149.09
	Stayz - Fee for Nov	316.18
	Stayz - Fee for Oct	231.27
	Stayz - Fee for Sep	184.27
	Stayz - Fee for Feb 2014	28.91
	Stayz - Fee for Jan 2014	368.55
SHFT Agency listing	Sensis Pty Ltd - tourist sites listing	306.00
SHFT Agency listing	ABG Pages Pty Ltd-Online Advertising - www.abgpages.com.au	899.95
Cockatoo Island Accommodation Advertising	Adcorp Australian Limited - Media Costs Facebook advertising Outbrain Google Banners MX Sydney full page placement	17,275.58
	Adcorp Australian Limited - Media production costs	3,825.00
	Adcorp Australian Limited - Mosman Daily appearance	830.50
	Adcorp Australian Limited - Inner west Courier; North Shore Times	1,405.00

	Trip Advisor Business listing - Cockatoo Island	1,918.80
Surveymonkey.com	Surveymonkey.com - CockatooIsland Camping Subscription	299.00
Group Link Guide 2014	Group Link-Sydney Day Tour ad in the Group link Guide 2014	290.91
Realestate.com.au	Realestate.com.au Pty Ltd - Commercial Platinum Subscription	900.00
	Realestate.com.au Pty Ltd - Property listings	900.00
	Realestate.com.au Pty Ltd - Commercial Platinum Subscription	900.00
	Realestate.com.au Pty Ltd - Commercial Platinum Subscription	900.00
Education Advertising	School Excursion & Outdoor Education - print and website advertising	1,150.00
	Aus Teacher Magazine - advertising package	6,475.00
	Aust School Activities Guide - Full page advertisement	2,100.00
What's On in Sydney	Cockatoo Island placement - What's On in Sydney - Half Page Ad	1,580.00
Winning Moves Australia	Sydney Edition of the Monopoly Game, Cockatoo Island placement	5,000.00