

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Budget Estimates May 2017**  
**Communications Portfolio**  
**Australian Broadcasting Corporation**

**Question No: 121**

**Australian Broadcasting Corporation**

**Hansard Ref: Page 133, 24/05/2017**

**Topic: Marketing Spend**

**Senator McKenzie, Bridget asked:**

**Senator McKENZIE:** One of the arguments put forward by, I think, the ABC—I need my glasses now that I am over the age—was that, in a digital age, this is how we get the message out about what we are doing and who we are. How did the ABC advertise what you were doing and who you were in the non-digital age?

**Ms Guthrie:** We—

**Senator McKENZIE:** Could you take that on notice. I am pretty sure that you did not advertise in the local newspapers.

**Ms Guthrie:** In terms of marketing spend?

**Senator McKENZIE:** Yes.

**Ms Guthrie:** We can definitely take that on notice.

**Senator McKENZIE:** Thank you. There will be other questions on notice around the shortwave.

**Answer:**

In the non-digital age the ABC publicised its content through newspaper advertising, outdoor billboard advertising, other print advertising and radio advertising.