

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings November 2014
Communications Portfolio
Department of Communications

Question No: 29

Program 1.1

Hansard Ref: In Writing

Topic: Government advertising

Senator Ludwig, Joe asked:

Since Budget Estimates in June, 2014:

1. How much has been spent on government advertising (including job ads)?
 1. List each item of expenditure and cost
 2. List the approving officer for each item
 3. Detail the outlets that were paid for the advertising
2. What government advertising is planned for the rest of the financial year?
 1. List the total expected cost
 2. List each item of expenditure and cost
 3. List the approving officer for each item
 4. Detail the outlets that have been or will be paid for the advertising

Answer:

- 1 The Department has expensed \$8,274,373.19 on advertising (including recruitment advertising) over the period 1 May to 31 October 2014.
 1. Expenditure covered three main activities:
 - i. The Digital Switchover communication campaign with expenses of \$69,756.15 (GST excl);
 - ii. the Retune communication campaign with expenses of \$8,119,948.73 (GST excl); and;
 - iii. non-campaign advertising expenses of \$84,668.31 (GST excl).
 - 2&3 To provide a complete list of approving officers and service providers would require an unreasonable diversion of departmental resources.
- 2 The Retune communication campaign, part of Digital Television Switchover–Spectrum Restacking Assistance programme, continued through to the end of 2014 with advertising and other communication activities to support the roll out of the programme during that time.
 - 1-4 To list each item and provide a complete list of approving officers and service providers would require an unreasonable diversion of departmental resources.