

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Supplementary Budget Estimates Hearings November 2014**  
**Communications Portfolio**  
**Australia Post**

**Question No: 352**

**Program No: Australia Post**

**Hansard Ref: In Writing**

**Topic: Advertising**

**Senator Ludwig asked:**

Since Budget Estimates in June, 2014:

1. How much has the Department/Agency spent on Advertising? Including through the use of agencies.
2. Please detail each advertising campaign including its cost, where the advertising appeared, production costs, who approved, ministerial or ministerial staff involvement in commissioning.
3. Provide copies of approvals, including but not limited to, approvals made by the Prime Minister or his delegate, the Minister of their delegate or the department or their delegate.

**Answer:**

- 1-2. Australia Post spent a total of \$25.4m on advertising (covers new products, services and recruitment) from 1 June 2014 to 31 October 2014. The specific details sought about advertising across the entire corporation are not captured on any central database. As such, Australia Post is not in a position to provide the information requested.
3. The decision to undertake advertising campaigns by Australia Post does not require approval from the Prime Minister or his delegate, the Minister or their delegate or the department or their delegate.