

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Supplementary Budget Estimates Hearings November 2014**  
**Communications Portfolio**  
**Australian Communications and Media Authority**

**Question No: 400**

**Program No. ACMA**

**Hansard Ref: In Writing**

**Topic: Government Advertising**

**Senator Ludwig 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. For the period 1 June 2014 to 31 October 2014 a total of \$66,527 has been spent on government advertising.
  1. A total of \$1,546 was spent on Gazette ads, \$49,677 on online advertising and \$15,304 on Print Media.
  2. The approving officer for each individual item of expenditure was an appropriate delegate under the ACMA delegations instrument.
  3. The outlets that were paid for the advertising are as follows;
    - OPC
    - ATOM/Metro Magazine
    - BMF Advertising
    - Fish and Boat
    - Mitchell & Partners
    - Be Deadly Online
    - Decisive Publishing
    - Facebook
    - LinkedIn
    - Universal McCann

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2. Planned advertising for the rest of the financial year is \$103,000 for Cybersmart Program initiatives. No suppliers have been contracted as at 31 October 2014.