

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: 428

Program No. ACMA

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. Total advertising expenses for the period 1 June 2014 to 31 October 2014 is \$66,527 (GST excluded).
2. All of the advertising was non-campaign advertising: This includes recruitment, public notices on various matters, variations to Acts, ACMA education programs and various discussion papers calling for submissions. The table below details where the advertising appeared, and all advertising was approved by an appropriate delegate under the ACMA delegation instrument.

Advertising	Amount (\$)
Gazette	
OPC	\$ 1,546
General	\$ 15,304
ATOM/Metro Magazine	\$ 6,010
BMF Advertising	\$ 880
Fish and Boat	\$ 364
Mitchell& Partners	\$ 8,050
Online Advertising	\$ 49,677
Be Deadly Online	\$ 2,198
Decisive Publishing	\$ 1,500
Facebook	\$ 504
LinkedIn	\$ 460
Mitchell& Partners	\$ 28,103
Universal McCann	\$ 16,912
Grand Total	\$ 66,527

3. All non-campaign advertising was approved by an appropriate delegate under the ACMA delegation instrument.