

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings November 2014
Communications Portfolio
Special Broadcasting Service

Question No: 480

Program No. Special Broadcasting Service

Hansard Ref: Hansard 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

Answers:

1. SBS does not commission government advertising campaigns.
 1. We do advertise jobs and the cost of this advertising in the period 1 May to 31 October 2014 was \$7,812. We also advertise our programs and more details on this advertising expenditure is included in the answer to question 508 below.
 2. There are various departments within SBS that have job advertisements, the cost centre manager or the appropriate delegate for that department approves this expenditure.
 3. All job advertisements were placed on Bigredsky and on occasions, Seek Ltd.
2. No government advertising is planned – SBS will place job advertisements when required.
 1. Not known – job advertising as required
 2. Relevant delegate where job will be located
 3. Unknown at this stage
 4. Unknown at this stage