

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: 508

Program No. Special Broadcasting Service

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.

Answers:

1. SBS does not commission government advertising campaigns. We do however conduct publicity advertising in support of our programming. Total spend for the period 1 May to 31 October 2014 was \$2,967,166.
2. As an independent agency, SBS's advertising does not require the approval of the Prime Minister or Minister.
3. As an independent agency, SBS's advertising does not require the approval of the Prime Minister or Minister.