

**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: 514**

**Program No. Special Broadcasting Service**

**Hansard Ref: Hansard** In writing

**Topic:** Merchandise or promotional material

**Senator Ludwig asked:**

Since 7 September 2013:

1. Has the department purchased any merchandise or promotional material?
2. List by item, and purpose for each item, including if the material is for a specific policy or program or for a generic purpose (note that purpose)
3. List the cost for each item
4. List the quantity of each item
5. Who suggested these material be created?
6. Who approved its creation?
7. Provide copies of authorisation
8. When was the Minister informed of the material being created?
9. Who created the material?
10. How was that person selected?
11. How many individuals or groups were considered in selecting who to create the material?

**Answer**

Since 7 September 2013:

1. Yes.

2-4. Please refer to the following table for a list of items. The purpose for each of these items is to assist SBS radio broadcasters, marketing and corporate affairs teams with their attendance at the various multicultural festivals held each year; and for use with diplomatic delegations to SBS.

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<b>Item</b>	<b>Cost per each (\$)</b>	<b>Quantity</b>
African flyers	0.27	2000
Banner re-skins	135.74	2
World Cup App flyers	(total cost – 602.80)	5000
Re print App flyer	(total cost – 323.40)	3000
Bubble blowers	1.06	3000
Retractable earphones	2.34	3000
Balloons	0.16	12,000
Balloon ribbons	3.50	240
Pencils	0.74	2500
Stikki notes	0.58	3000
Paper bags	0.75	5000
Frisbee	0.81	2500
Pens	0.24	15000
Collapsible drink bottles	1.05	5000
Visors	2.25	1000
Neoprene soccer balls	5.61	1500
Thunder sticks	0.98	2500
Silicone wristbands	0.42	2000
Stickers	0.22	3000
Pens	0.22	4000
VIP - Bamboo Note pads with pen	4.95	1,000
VIP - Compact Umbrella	9.20	300
Mini-fan - battery operated	1.90	2,000
Maraca keyring	1.94	2,000
Moulded USB flash drives	8.06	300

5. The marketing and radio division's work in collaboration to ensure the best items are chosen to engage with communities on the ground at events.

6. Group Marketing Manager

7. Would be an inefficient redirection of resources – SBS's finance division keeps all signed invoices.

8. This is not a requirement of order.

9. The material was created by Oxford Printing, Signarama, Jenks, Cubic Promote, Present Company

10. SBS uses a quotation selection process with a minimum of three as per our policy.

11. At least three if the items totalled above \$3000.