

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

Question No: 593

Program No. Australian Broadcasting Corporation

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)?
 - a) List each item of expenditure and cost
 - b) List the approving officer for each item
 - c) Detail the outlets that were paid for the advertising

2. What government advertising is planned for the rest of the financial year?
 - a) List the total expected cost
 - b) List each item of expenditure and cost
 - c) List the approving officer for each item
 - d) Detail the outlets that have been or will be paid for the advertising

Answer:

For the purposes of this question, the ABC has interpreted ‘Government advertising’ to refer to “*communication of a government message to the public – possibly by advertising (print, television etc), possibly through the erection of signs, plaques etc, or through other mediums*”, as set out in Senator Barnett’s Question on Notice 38 from Budget Estimates 2010.

This question on notice also specifically refers to job advertisements.

1. The ABC has spent \$26,000 on “Government advertising” from 1 June 2014 to 30 November 2014.
 - a) Expenditure has been for recruitment advertising.
 - b) The ABC is unable to list the approving officer for every transaction; however, expenditure in such instances is approved in accordance with the ABC’s delegation procedures.
 - c) The outlets that were paid for advertising are as follows:
 - Adcorp;
 - Australian Library & Information Association;
 - Looped Pty Ltd;
 - “Seek.com”; and
 - Wollongong University.

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2.

- a) The ABC is unable to provide an expected cost of recruitment advertising for the rest of the year. Cost of recruitment advertising up to the 30 June 2015 will depend on which positions are advertised and where the advertising is placed.
- b) Any expenditure will be on advertising for recruitment.
- c) Any expenditure will be approved in accordance with the ABC's delegation procedures.
- d) Not applicable.