

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: 621

Program No. Australian Broadcasting Corporation

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 or their delegate or the department or their delegate.

Answer:

1 Since Budgets Estimates in June 2014, the ABC has spent \$972,757 on advertising.

2. Details of the campaign costs are as follows:

Division	Campaign	Media	Spend	Approval
Television	Time of our Lives S2	Search	\$1,957	Head TV Marketing
		Facebook	\$8,000	
		Out of House	\$185,000	
		Total	\$194,957	
Television	Head First S2	Search	\$1,009	Head TV Marketing
		Facebook	\$4,007	
		Total	\$5,016	
Television	#ourABC	Search	\$340	Head TV Marketing
		Total	\$340	
Television	Please Like Me S2	Search	\$1,107	Head TV Marketing
		Facebook	\$12,000	
		Twitter	\$7,000	
		Total	\$20,107	
Television	ABC3 Migration	Out of House	\$30,000	Head TV Marketing
		Total	\$30,000	

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Television	News Corp TV Section JV, 2014	Out of House	\$33,862	Head TV Marketing
		Total	\$33,862	
Television	The Code	Search	\$2,009	Director Audience & Marketing
		Facebook	\$15,000	
		Twitter	\$5,000	
		Digital Agency	\$130,000	
		Radio	\$50,000	
		Total	\$202,009	
Television	Bogan Date Night	Search	\$1,993	Director Audience & Marketing
		Facebook	\$9,000	
		Out of House	\$200,388	
		Total	\$211,381	
Television	iview	Search	\$2,804	Head TV Marketing
		Facebook	\$2,000	
		Total	\$4,804	
Television	Soul Mates	Search	\$808	Head TV Marketing
		Facebook	\$4,000	
		Digital Agency	\$10,000	
		Total	\$14,808	
Television	Nowhere Boys Nov 2014	Search	\$1,012	Head TV Marketing
		Facebook	\$5,999	
		Total	\$7,011	
Television	Black Comedy	Facebook	\$4,996	Head TV Marketing
		Total	\$4,996	
Television	Twilight	Facebook	\$1,000	Head TV Marketing
		Total	\$1,000	
Television	Asian Cup November 2014	Search	\$720	Head TV Marketing
		Total	\$720	
News	News WA State Edition	Search	\$2,148	Head News Marketing
		Total	\$2,148	
News	News Digital Storytelling	Search	\$28	Head News Marketing
		Total	\$28	
News	News Gough Whitlam	Search	\$1,588	Head News Marketing
		Facebook	\$500	
		Total	\$2,088	

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News	News Online Oct-Nov '14	Search	\$2,023	Head News Marketing
		Search	\$11,030	
		Facebook	\$18,148	
		Twitter	\$8,000	
		Outbrain	\$9,000	
		Digital Agency	\$56,000	
		Total	\$104,201	
News	Vote Compass Nov 2014	Facebook	\$9,998	Head News Marketing
		Total	\$9,998	
Radio	Commonwealth Games 2014	Search	\$5,033	Head Radio Marketing
		Total	\$5,033	
Radio	RN White Paper	Facebook	\$5,000	Head Radio Marketing
		Total	\$5,000	
Radio	A League	Facebook	\$3,650	Head Radio Marketing
		Total	\$3,650	
Radio	Double J - J Files	Search	\$235	Head Radio Marketing
		Facebook	\$20,494	
		Total	\$20,729	
Innovation	Science Week 2014	Search	\$721	Marketing Manager Innovation
		Facebook	\$0	
		Total	\$721	
Innovation	Splash October 2014	Search	\$2,425	Director Audience & Marketing
		Total	\$2,425	
Innovation	The Brief	Digital Agency	\$53,000	Director Audience & Marketing
		Total	\$53,000	
Innovation	Spoke	Radio Total	\$8,800 \$8,800	Director Audience & Marketing
ABC	Mental As	Search	\$1,979	Director Audience & Marketing
		Production	\$21,945	
		Total	\$23,924	

3. Like other corporations, ABC has a strict approval process for all spend with delegations and approvals set up and administered through our finance system.