

**Senate Standing Committee on Environment and Communications
Legislation Committee
Answers to questions on notice
Environment portfolio**

Question No: 358
Hearing: Supplementary Budget Estimates
Outcome: Corporate
Programme: Policy Analysis and Implementation
Topic: PORTFOLIO WIDE - GOVERNMENT ADVERTISING
Hansard Page: N/A
Question Date: 29 October 2014
Question Type: Written

Senator Ludwig asked:

1. Since Budget Estimates in June, 2014, 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:

1. The Department of the Environment and its agencies have spent a total of \$52,667.12 (GST exclusive) on advertising between Senate Estimates in June 2014 and 31 October 2014.

Department of the Environment **\$17,025.45** (GST exclusive)

(a) Expenditure	cost	(b) Approving officer	(c) Outlet
Full page - UNESCO World Heritage Review	9000.00	Director, International Heritage	Adcorp - UNESCO World Heritage Review
PNG Tender Kokoda Initiative	225.00	Director, International Heritage	Email media.com (online jobs agency)
Chair position	150.00	Director, Water Resources	Email media.com
Chair position	75.00	Director, Water Resources	Email Media.com
Gazette notice for Biodiesel Station	190.00	Director, Environment Protection	Office of parliamentary Counsel gazette
Public Notice – Reg reform task force	1737.80	Director, NSW, Tas and ACT Reg Reform	Adcorp - SMH classified
Public Notice, water tender	2500.94	Director, Water Recovery	Adcorp – Dalby Herald, Toowoomba Chronicle, Qld Country life.

(a) Expenditure	cost	(b) Approving officer	(c) Outlet
Chair, Lake Eyre Basin Community Advisory Committee	250.00	Director, Water Resources	Careers and Jobs employment websites
Public notice - protected species recovery plan	621.98	Director, Protected Species and Communities	Adcorp -The Australian
Public notice - protected species recovery plan	621.98	Director, Protected Species and Communities	Adcorp - The Australian
Public notice - protected species recovery plan	621.98	Director, Protected Species and Communities	Adcorp - The Australian
Public notice - Grey Nurse recovery plan	1030.75	Director, Protected Species and Communities	Adcorp - The Australian

The Director of National Parks

\$11,001.79 (GST exclusive)

(a) Expenditure	cost	(b) Approving officer	(c) Outlet
Public notice advertising in the local newsletter for Cocos Islands	25.00	Park Manager, Pulu Keeling National Park	The Atoll
Public notice advertising in the local newsletter for Cocos Islands	60.00	Park Manager, Pulu Keeling National Park	The Atoll
Public notice advertising about fox control program	623.22	Natural Resources Team Leader, Booderee National Park	Regional Publishers
Tender advertising for capital projects	651.50	Business Manager, Kakadu National Park	Adcorp
Job advertisement for ranger position	259.25	Business Manager, Kakadu National Park	Adcorp
Job advertisement for accounts payable position	259.25	Business Manager, Kakadu National Park	Adcorp
Contribution to Tourism NT feature on school excursion destinations	454.55	Tourism and Visitor Services Manager, Kakadu National Park	Tourism NT
Quarter page in schools directory to raise awareness of Uluru's school education activities	570.00	Acting Visitor and Tourism Services Manager, Uluru-Kata Tjuta National Park	Walsh Media
Public notice advertising in the local newsletter for Christmas Island	168.00	Park Manager, Christmas Island National Park	The Islander
Public notice advertising in the local newsletter for Christmas Island	175.00	Park Manager, Christmas Island National Park	The Islander
Public notice advertising in the local newsletter for Christmas Island	86.00	Park Manager, Christmas Island National Park	The Islander

(a) Expenditure	cost	(b) Approving officer	(c) Outlet
Public notice advertising in the local newsletter for Christmas Island	175.00	Park Manager, Christmas Island National Park	The Islander
School holiday programs	504.55	Visitor Services Manager, Australian National Botanic Gardens	Holiday Happenings
Parks tourism	490.91	Visitor Services Manager, Australian National Botanic Gardens	Fairfax Media
School holiday programs	252.27	Visitor Services Manager, Australian National Botanic Gardens	Holiday Happenings
AfterDARK program	252.27	Visitor Services Manager, Australian National Botanic Gardens	Holiday Happenings
ACT Government Economic Development – to drive tourism visitation	1454.55	Visitor Services Manager, Australian National Botanic Gardens	ACT Government Economic Development
AfterDARK program	300.00	Visitor Services Manager, Australian National Botanic Gardens	Newstate Media Pty Ltd
Norfolk Island National Park	199.00	Acting Park Manager, Norfolk Island National Park	Go 55s Magazine
Advertisement for Norfolk Island National Park	199.00	Acting Park Manager, Norfolk Island National Park	Go 55s Magazine
Visitation advertising	627.00	Visitor Centre Manager, Booderee National Park	Milton-Ulladulla Publishing – Leisure Times
School holiday winter promotions	688.74	Visitor Centre Manager, Booderee National Park	Regional Publishers – South Coast Register
June/July/August visitation advertising	627.00	Visitor Centre Manager, Booderee National Park	Milton-Ulladulla Publishing – Leisure Times
Sept/Oct/Nov visitation advertising	627.00	Visitor Centre Manager, Booderee National Park	Milton-Ulladulla Publishing – Leisure Times
Winter advertising	1272.73	Visitor Centre Manager, Booderee National Park	iMAG monthly

Murray-Darling Basin Authority

\$609.80 (GST exclusive)

(a) expenditure	cost	(b) Approving officer	(c) Outlet
Graduate Advertising on University Intranet Job Boards	163.64	Director, People Planning & Performance	Careerhub
Advertising Public Meeting	300.29	Director, Communications	Victor Harbor Times
Advertising Public Meeting	145.87	Director, Communications	Renmark Murray Pioneer

Great Barrier Reef Marine Park Authority \$24,030.08 (GST exclusive)

(a) expenditure	cost	(b) Approving officer	(c) Outlet
Gazette Lodgement fee for Sea Dumping notice	118.19	Manager Ports and Shipping	Office of Parliamentary Counsel
Reef HQ Aquarium June/July School Holidays	4703.64	Marketing and Media Coordinator and Director of Reef HQ Aquarium.	Townsville Bulletin 106.3fm Prime Radio
Reef HQ Aquarium Members Newsletter June/July School Holidays	4513.00	Marketing and Media Coordinator	Printcraft
Reef HQ Aquairum June/July School Holiday	1456.52	Marketing and Media Coordinator	Mitchell Communication Group
Reef Kids Campaign for Reef HQ Aquarium – August 2014	59.10	Marketing and Media Coordinator and Director of Reef HQ Aquarium.	Facebook
Reef HQ Aquarium September/October School Holidays	6720.00	Marketing and Media Coordinator	Mitchell Communication Group
Reef HQ Aquarium October Campaign	1567.73	Marketing and Media Coordinator	Mitchell Communication Group
Reef HQ Aquarium Turtle Release Community Event	89.85	Marketing and Media Coordinator	Facebook
Zoning community education	294.41	Manager Field Management Compliance	Fish and Boating Magazine – May 2014 (Adcorp)
Zoning community education	294.41	Manager Field Management Compliance	Fish and Boating Magazine – June 2014 (Adcorp)
Zoning community education	294.41	Manager Field Management Compliance	Fish and Boating Magazine – July 2014 (Adcorp)

(a) expenditure	cost	(b) Approving officer	(c) Outlet
Zoning community education	294.41	Manager Field Management Compliance	Fish and Boating Magazine – August 2014 (Adcorp)
Zoning community education	294.41	Manager Field Management Compliance	Fish and Boating Magazine – September 2014 (Adcorp)
Reef education advertorial	1110.00	Director Reef Recovery	Queensland Seafood Magazine – May 2014
Reef education advertorial	1110.00	Director Reef Recovery	Queensland Seafood Magazine – June 2014
Reef education advertorial	1110.00	Director Reef Recovery	Queensland Seafood Magazine – July 2014

2. The Department of the Environment and portfolio agencies have no plans for campaign advertising for the rest of 2014-15. Public notices and advertising will be placed where required by statute. Details have been provided where available.

Murray-Darling Basin Authority

a) Current expected cost estimate is **\$4,312.46** (GST exclusive)

(b) Expenditure	expected cost	(c) Approving officer	(d) Outlet
Public Meeting	223.44	Director, Communications	Deniliquin Pastoral Times
Public Meeting	408.24	Director, Communications	Griffith Area News
Public Meeting	222.47	Director, Communications	Mildura Sunraysia Daily
Public Meeting	245.05	Director, Communications	Murray Valley Standard
Advertising Public Meeting	468.30	Director, Communications	Shepparton Advisor
Advertising Public Meeting	209.16	Director, Communications	Shepparton News
Advertising Public Meeting	396.30	Director, Physical Constraints	Goulburn Post
Advertise MDBA web services to farmers	2,139.50	Assistant Director, External Communication	National Farmers Federation Annual Review 2013/14

Great Barrier Reef Marine Park Authority

a) Current expected cost estimate is **\$37,936.80** (GST exclusive)

(b) Expenditure	expected cost	(c) Approving officer	(d) Outlet
Zoning community education	294.41	Manager Field Management Compliance	Fish and Boating Magazine – October 2014 (Adcorp)
Zoning community education	294.41	Manager Field Management Compliance	Fish and Boating Magazine – November 2014(Adcorp)
Zoning community education	294.41	Manager Field Management Compliance	Fish and Boating Magazine – December 2014(Adcorp)
Zoning community education	294.41	Manager Field Management Compliance	Fish and Boating Magazine – January 2015(Adcorp)
Zoning community education	294.41	Manager Field Management Compliance	Fish and Boating Magazine – February 2015(Adcorp)
Zoning community education	294.41	Manager Field Management Compliance	Fish and Boating Magazine – March 2015 Magazine (Adcorp)
Zoning community education	294.41	Manager Field Management Compliance	Fish and Boating Magazine – April 2015 Magazine (Adcorp)
Zoning community education	294.41	Manager Field Management Compliance	Fish and Boating Magazine – May 2015 Magazine (Adcorp)
Zoning community education	294.41	Manager Field Management Compliance	Fish and Boating Magazine – June 2015 (Adcorp)

(b) Expenditure	expected cost	(c) Approving officer	(d) Outlet
Zoning community education	294.41	Manager Field Management Compliance	Fish and Boating Magazine – July 2015(Adcorp)
Advertisorial reef education	1110.00	Director Reef Recovery	Queensland Seafood Magazine – November 2014
Reef HQ Aquarium September/October School Holidays Television	3181.82	Marketing and Media Officer and Director of Reef HQ Aquarium.	Mitchell Communication Group
Reef HQ Aquarium September/October School Holidays – Radio	3538.19	Marketing and Media Officer and Director of Reef HQ Aquarium.	Mitchell Communication Group
Reef HQ Aquarium Bowen Turtle Release - Newspaper	513.90	Marketing and Media Officer and Director of Reef HQ Aquarium.	Mitchell Communication Group
Reef HQ Aquarium December/January School Holidays - Television	4545.40	Marketing and Media Officer and Director of Reef HQ Aquarium.	Mitchell Communication Group
Reef HQ Aquarium December/January School Holidays – Radio	5454.55	Marketing and Media Officer and Director of Reef HQ Aquarium.	Mitchell Communication Group
Reef HQ Aquarium Volunteers Association Open Night – Newspaper	1412.07	Marketing and Media Officer and Director of Reef HQ Aquarium	Mitchell Communication Group
Reef HQ Aquarium April School Holidays – Television	3636.36	Marketing and Media Officer and Director of Reef HQ Aquarium.	Mitchell Communication Group
Reef HQ Aquarium April School Holidays– Radio	2577.00	Marketing and Media Officer and Director of Reef HQ Aquarium.	Mitchell Communication Group
Reef HQ Aquarium February Love our Locals– Radio	4090.91	Marketing and Media Officer and Director of Reef HQ Aquarium.	Mitchell Communication Group
Reef HQ Aquarium February Love our Locals – Newspaper	1296.09	Marketing and Media Officer and Director of Reef HQ Aquarium.	Mitchell Communication Group
Reef HQ Aquarium Facebook page	1818.19	Marketing and Media Officer	Facebook
Reef HQ Aquarium ad hoc information	1818.19	Marketing and Media Officer	Townsville Enterprise