

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Treasury Portfolio
Additional Estimates
2015 - 2016

Department/Agency: TREASURY
Question: AET 3585 - 3588
Topic: Government advertising/marketing
Reference: written - 19 February 2016
Senator: Ludwig, Joe

Question:

Since the change of Prime Minister on 14 September, 2015:

3585. How much has been spent by the department / agency on marketing?

- a) List the total cost
- b) List each item of expenditure and cost.
- c) List the approving officer for each item.
- d) Detail the ministerial or ministerial staff involvement in the commissioning process.
- e) Which firm provided the marketing?

3586. How much has been spent by the department / agency on government advertising (including job ads)?

- a) List the total cost
- b) List each item of expenditure and cost.
- c) Where the advertising appeared
- d) List the approving officer for each item.
- e) Detail the ministerial or ministerial staff involvement in the commissioning process.
- f) Detail the outlets that were paid for the advertising.

3587. 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) Where the advertising will appear.
- d) List the approving officer for each item.
- e) Detail the ministerial or ministerial staff involvement in the commissioning process.
- f) Detail the outlets that have been or will be paid for the advertising.

3588. Provide copies of approvals for advertising, 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:

3585

For the purpose of this Question, Treasury has interpreted “advertising” as relating to an advertising campaign (incorporating paid media placement with a budget over \$250,000).

- (a) \$40,007.00
- (b) This expenditure relates to the finalisation of the IGR campaign creative contract.
- (c) Spending approval was provided by the appropriate delegate within Treasury.
- (d) The IGR campaign was approved as per the Government advertising guidelines and approvals.
- (e) 303Lowe

3586

- (a) \$26,904.17
- (b) This expenditure was for non-campaign, general business as usual advertising.
- (c) These advertisements ran across a range of publications nationally.
- (d) Spending approval was provided by the appropriate delegate within Treasury.
- (e) These advertisements were managed by Treasury.
- (f) All government advertising is managed through DentsuMitchell who have the whole of government advertising contract.

3587

For the purpose of this Question, Treasury has interpreted “advertising” as relating to an advertising campaign (incorporating paid media placement with a budget over \$250,000).

There has been no decision of Government to undertake any further government advertising.

- (a) N/A
- (b) N/A
- (c) N/A
- (d) N/A
- (e) N/A

3588

For the purpose of this Question, Treasury has interpreted “advertising” as relating to an advertising campaign (incorporating paid media placement with a budget over \$250,000).

Treasury has had no campaigns approved in the requested period.