

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

Department/Agency: ABS
Question: AET 3593-3596
Topic: Government advertising/marketing
Reference: Written - 19 February 2016
Senator: Ludwig, Joe

Question:

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

3593. 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?

3594. 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.

3595. 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.

3596. 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:

3593. The Australian Bureau of Statistics had an expenditure of \$228,958.39 (GST Exclusive) on marketing in the specified period.

- a) The total cost for marketing was \$228,958.39.
- b) The costs related to marketing undertaken by the Australian Bureau of Statistics included costs associated to public relations incidentals (\$7,456.90), Census public relations incidentals (\$203, 019.67) and promotions and exhibitions (\$18,481. 82).
- c) Providing this level of detail would result in an unreasonable diversion of departmental resources.
- d) Providing this level of detail would result in an unreasonable diversion of departmental resources.
- e) Providing this level of detail would result in an unreasonable diversion of departmental resources.

3594. The Australian Bureau of Statistics had an expenditure of \$95,434.31(GST Exclusive) on non-campaign recruitment advertising in the specified period.

- a) The total cost for recruitment advertising was \$95,434.31.
- b) Providing this level of detail would result in an unreasonable diversion of departmental resources.
- c) The advertising appeared across regional papers, community radio, digital and social media.
- d) The recruitment advertising was commissioned through the Commonwealth Government's Central Advertising System (CAS), which is the coordinated procurement arrangement that consolidates government advertising expenditure. This non-campaign advertising was approved by the relevant Departmental Delegate in accordance with the Public Governance, Performance and Accountability Act 2013 (the PGPA Act) and subordinate legislation, which is the financial legislation that governs the ABS.
- e) There was no ministerial or ministerial staff involvement in commissioning this non-campaign advertising.

- f) The outlet that was paid for the advertising was Dentsu Mitchell Media Australia Pty Ltd.

3595. The Australian Bureau of Statistics has a further \$600,000.00 (GST Exclusive) advertising expenditure planned for the remainder of this financial year.

- a) The total cost planned for the remainder of the financial year is \$600,000.00.
- b) The costs for planned advertising for the rest of the financial advertising include recruitment advertising for 2016 Census Area Supervisors (\$200,000.00) and 2016 Census Field Officers (\$400,000.00).

- c) The advertising will appear across metropolitan, regional and local papers, community radio and digital media.
- d) The recruitment advertising was commissioned through the Commonwealth Government's Central Advertising System (CAS), which is the coordinated procurement arrangement that consolidates government advertising expenditure. This non-campaign advertising was approved by the relevant Departmental Delegate in accordance with the Public Governance, Performance and Accountability Act 2013 (the PGPA Act) and subordinate legislation, which is the financial legislation that governs the ABS.
- e) There was no ministerial or ministerial staff involvement in commissioning this non-campaign advertising.
- f) The outlet that will be paid for the advertising is Dentsu Mitchell Media Australia Pty Ltd. 3596. Not applicable, refer to answer 3594 e) and 3595 e).