

Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Industry, Innovation and Science Portfolio
2016 - 2017 Additional Estimates
24 March 2017

DEPARTMENT: DEPARTMENT OF INDUSTRY, INNOVATION AND SCIENCE

TOPIC: Advertising and information campaigns

REFERENCE: Written Question – Senator Bilyk

QUESTION No.: AI-105

1. How much has the Department spent on advertising and information campaigns since 1 October 2016 (GST inclusive)?
2. Can a list of all Contract Notice IDs for the Austender website in relation to advertising and information campaign contracts please be provided?
3. How much did the Department spend on Facebook advertising or sponsored Facebook posts in calendar year 2016 (GST inclusive)?
4. How much did the Department spend on Google adwords advertising in calendar year 2016 (GST inclusive)?

ANSWER

1. Since 1 October 2016, the department has spent \$25,975.00 (GST inclusive) on advertising and information campaigns.
2. Below is a list of all Contract Notice IDs for the Austender website in relation to current advertising and information campaign contracts.

Contract Notice
CN 3398978
CN 3399681
CN 3404533
CN3330863
CN3334066
Variation: CN3334066-A1
CN3334058

3. In the calendar year 2016, the department spent \$1,128,060.30 (GST inclusive) on Facebook advertising or sponsored Facebook posts. The majority of the expenditure occurred prior to 1 October 2016.
4. In the calendar year 2016, the department spent \$475,351.60 (GST inclusive) on Google adwords advertising. The majority of the expenditure occurred prior to 1 October 2016.