

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Treasury Portfolio
Additional Estimates
2016 - 2017

Division/Agency: Australian Bureau of Statistics
Question No: 1
Topic: Advertising and information campaigns
Reference: Written
Senator: Bilyk, Catryna

Question:

1. How much has the ABS 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 ABS spend on Facebook advertising or sponsored Facebook posts in calendar year 2016 (GST inclusive)?
4. How much did the ABS spend on Google adwords advertising in calendar year 2016 (GST inclusive)?

Answer:

1. The ABS advertising campaign for the Census ceased on 3 October 2016 and no further campaigns have occurred since. It is not possible to provide separate detailed costs for 1-3 October component of the media buy without causing an unreasonable diversion of ABS resources.
2. Please find below a list of all Contract Notice ID's for advertising and information campaign contracts:
 - BWM Dentsu (CN33315420),
 - Dentsu Mitchell (CN3361697, CN3318557, CN3313974, CN3372205 and CN3320931),
 - Etcom (CN3315770 and CN3315770)
 - Fenton Communications (CN3315767 and CN3315767)
 - iSentia (CN3379069)
3. The ABS spent \$627,776.74 (GST inclusive) on Facebook advertising or sponsored Facebook posts in calendar year 2016.
4. The ABS spent \$557,651.50 (GST inclusive) on Google adwords advertising in calendar year 2016.