

**Senate Economics Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**

**Treasury Portfolio**

Additional Estimates

2016 - 2017

**Division/Agency:** Business Services Division  
**Question No:** 5  
**Topic:** Advertising and information campaigns  
**Reference:** Written  
**Senator:** Bilyk, Catryna

**Question:**

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. The Treasury spent \$221,430.00 on advertising and informational campaigns in the period 1 October 2016 – 28 February 2017.
2. The relevant Contract Notice IDs on the Austender website in relation to advertising and information campaigns for this period are:

Provider	AusTender Contract Notice Number	Publish Date	Contract Amount	Amount Spent (As of 28 February 2017)
JWS Research Pty Ltd	CN3398603	12 January 17	\$403,150.00	\$221,430.00

3. The Treasury has not spent any funding on Facebook advertising or sponsored Facebook posts in calendar year 2016.
4. The Treasury has not spent any funding on Google Adwords advertising in calendar year 2016.