

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Treasury Portfolio
Budget Estimates 2014
3 June to 5 June 2014

Department/ Agency: ABS

Question: BET 1123-1124

Topic: Advertising

Reference: Written – 12 June 2014

Senator: Ludwig

Question:

- 1123. How much has the Department/Agency spent on Advertising since Additional Estimates in February, 2014? Including through the use of agencies.
- 1124. Please detail each advertising campaign including it's cost, where the advertising appeared, production costs, who approved, ministerial or ministerial staff involvement in commissioning?

Answer:

- 1123. The Australian Bureau Statistics spent \$18,808.29 on advertising since Additional Estimates in February, 2014 to 30 June 2014.
- 1124. This advertising was non-campaign recruitment and public notice advertising.