

Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
 Industry Portfolio
 Supplementary Budget Estimates Hearing 2014-15
 23 October 2014

AGENCY/DEPARTMENT: DEPARTMENT OF INDUSTRY

TOPIC: Government Advertising

REFERENCE: Written Questions – Senator Ludwig

QUESTION No.: SI-144

Since Budget Estimates in June, 2014:

1. How much has been spent on government advertising (including job ads)?
 - a) List each item of expenditure and cost
 - b) List the approving officer for each item
 - c) Detail the outlets that were paid for the advertising
2. 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) List the approving officer for each item
 - d) Detail the outlets that have been or will be paid for the advertising

ANSWER

1. The cost of advertising for the Department for the period 1 July 2014 to 31 October 2014 is \$102,762 (GST exclusive). Payments of \$11,000 or less (GST exclusive) are not reported. Government advertising would be approved by SES Band 1 or higher.

Details of expenditure	Cost \$ (GST exclusive)	Provider
Single Business Service Launch - digital display advertising to business audiences and digital search advertising	70,000	Mitchell Adcorp Alliance
Words into Action G20 Publication- R&D Tax Incentive	17,232	Mitchell Adcorp Alliance
ABN Project	15,530	Universal McCann

2. The department has the following planned advertising as at 31 October 2014:

Details of expenditure	Cost \$ (GST exclusive)	Provider
Language, Literacy and Numeracy Practitioner Scholarships Programme- Round 5	31,918	Mitchell Adcorp Alliance
Australian Small Business Advisory Services Programme	21,074	Mitchell Adcorp Alliance
Growth Fund Advertising	180,000	Mitchell Adcorp Alliance

ABLIS- google ad words	49,764	Mitchells Adcorp Alliance
Industry Skills Fund Programme Launch and Advertising for applications	35,000	Mitchells Adcorp Alliance