

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Treasury Portfolio
Supplementary Budget Estimates
2014 - 2015

Department/Agency: ABS

Question: SBT574-576

Topic: Advertising

Reference: Written - 30 October 2014

Senator: Ludwig, Joe

Question:

Since Budget Estimates in June, 2014:

- 574. How much has the Department/Agency spent on Advertising? Including through the use of agencies.
- 575. Please detail each advertising campaign including its cost, where the advertising appeared, production costs, who approved, ministerial or ministerial staff involvement in commissioning.
- 576. Provide copies of approvals, including but not limited to, approvals made by the Prime Minister or his delegate, the Minister or their delegate or the department or their delegate.

Answer:

- 574. The Australian Bureau Statistics spent \$30,008.69 on non-campaign advertising since Budget Estimates 3 June 2014 to 30 October 2014. The ABS did not undertake any campaign advertising during this period.
- 575. The non-campaign advertising was for recruitment and public notice advertising. It was placed through the Commonwealth Government's Central Advertising System (CAS), which is the coordinated procurement arrangement that consolidates government advertising expenditure. This non-campaign advertising was approved by the relevant Departmental Delegate in accordance with the *Public Governance, Performance and Accountability Act 2013* (the PGPA Act) and subordinate legislation, which is the financial legislation that governs the ABS. There was no ministerial or ministerial staff involvement in commissioning this non-campaign advertising.
- 576. To attempt to provide this level of detail would involve an unreasonable diversion of departmental resources.