

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

Department/Agency: ACCC

Question: SBT 715-716

Topic: Government advertising

Reference: written - 30 October 2014

Senator: Ludwig, Joe

Question:

Since Budget Estimates in June, 2014:

715. How much has been spent on government advertising (including job ads)?
- List each item of expenditure and cost
 - List the approving officer for each item
 - Detail the outlets that were paid for the advertising
716. What government advertising is planned for the rest of the financial year?
- List the total expected cost
 - List each item of expenditure and cost
 - List the approving officer for each item
 - Detail the outlets that have been or will be paid for the advertising

Answer:

715. \$5407.15.

a. – c. See below table. All amounts listed are exclusive of GST.

Campaign/project	Total	Outlet	Total per outlet	Approver
Soccer goalpost safety General consumer safety advice on moveable soccer goalposts	\$933.91	Facebook and Google	Facebook \$627.91 Google \$306.00	General Manager Product Safety, Chemicals and Compliance
Quad bike safety campaign Consumer safety campaign safe use of quad bikes	\$2,569.10	Facebook and Google	Facebook \$1,447.10 Google \$1,122.00 advert x 15	General Manager Product Safety, Strategy, Policy and International Engagement and General Manager Product Safety, Chemicals and Compliance
Winter safe campaign General consumer safety advice	\$204.00	Facebook	Facebook \$204.00	General Manager Product Safety, Strategy, Policy and International Engagement and General Manager Product Safety, Chemicals and Compliance
Lithium cell button batteries campaign General consumer safety advice on button batteries	\$102.00	Facebook	Facebook \$102.00	General Manager Product Safety, Strategy, Policy and International Engagement and General

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				Manager Product Safety, Chemicals and Compliance
Jemena 2014 GAAR pre-determination Public notification	\$1,370.33	Australian newspaper	<i>Australian</i> public notices	CEO Australian Energy Regulator
Alice Springs outreach project Rural & regional outreach activity	\$187.50	Facebook	Facebook \$187.50	Regional Director Enforcement Group Northern Territory
Infinity cable project General consumer safety advice	\$40.31	Facebook	Facebook \$40.30	General Manager Product Safety, Strategy, Policy and International Engagement and General Manager Product Safety, Chemicals and Compliance

716. Nil
 a. – d. Not applicable.