

Senate Economics Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Supplementary Budget Estimates

2015 - 2016

Department/Agency: Treasury

Question: SBT 280-281

Topic: Government Advertising

Reference: written - 30 October 2015

Senator: Wong, Penny

Question:

Government advertising

Since 1 January 2015:

280 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

281 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:

280. The Treasury spent \$24.1 million from 1 January to 31 October on government advertising.

a)

Outlets	Details of Expenditure	Sum of Amount (\$'000)
Dentsu Mitchell Media Australia Pty Ltd*	Campaign advertising	24,057
Dentsu Mitchell Media Australia Pty Ltd*	Recruitment Advertisement	35
Australian Public Service	Recruitment Advertisement	12
Dentsu Mitchell Media Australia Pty Ltd*	Public Notice	4
Recruitment Holdings	Recruitment Advertisement	2
The Age	Public Notice	2
	Total	24,112

* Formerly Mitchell and Partners Australia Pty Ltd

b) The approving officer is a Treasury official that has the appropriate financial delegations as per the Treasury's Accountable Authority Instructions under the *Public Governance, Performance and Accountability Act 2013* (PGPA Act).

c) See Table (a) above for details.

281. There has been no government decision taken for future campaign advertising. The department does not forecast advertising for recruitment services to the level of detail requested.