

**Senate Committee: Education and Employment**

**QUESTION ON NOTICE  
Additional Estimates 2015 - 2016**

**Outcome: Agency: ARC**

**Department of Education and Training Question No. SQ16-000583**

Senator Ludwig, Joe provided in writing

***ARC: Government advertising/marketing***

**Question**

Since the change of Prime Minister on 14 September, 2015:

1. How much has been spent by the department / agency on marketing?
  - (a) List the total cost
  - (b) List each item of expenditure and cost
  - (c) List the approving officer for each item.
  - (d) Detail the ministerial or ministerial staff involvement in the commissioning process.
  - (e) Which firm provided the marketing?
2. How much has been spent by the department / agency on government advertising (including job ads)?
  - (a) List the total cost
  - (b) List each item of expenditure and cost
  - (c) Where the advertising appeared
  - (d) List the approving officer for each item.
  - (e) Detail the ministerial or ministerial staff involvement in the commissioning process.
  - (f) Detail the outlets that were paid for the advertising.
3. 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) Where the advertising will appear
  - (d) List the approving officer for each item.
  - (e) Detail the ministerial or ministerial staff involvement in the commissioning process.
  - (f) Detail the outlets that have been or will be paid for the advertising.
4. Provide copies of approvals for advertising, 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**

The Australian Research Council has provided the following response.

1. Nil  
a-e not applicable
- 2  
a. \$5000  
b. \$5000—editorial in Boundless Plains to Share publication  
c. to be published later this year: "Boundless Plains to Share".  
d. Director, Stakeholder Relations  
e. Nil

f. One Mandate Media Pty Ltd

3. Nil

a-f not applicable

4. Attached