

Question: 158
Topic: Government advertising/marketing
Written: 23 February 2016

Senator LUDWIG asked:

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

- 1 Nil.
- 2 a-d, f

The Parliamentary Budget Office (PBO) spent \$2,544.40 (GST exclusive) on recruitment advertising from 14 September 2015 to 29 February 2016. \$1,384.00 (GST exclusive) was paid to the Australian Public Service Commission for APS jobs notices placed in 2014–15 and \$1,160.40 (GST exclusive) to Dentsu Mitchell Media Australia Pty Ltd for advertising on seek.com. The expenditure was approved by the relevant official in accordance with the PBO's financial delegations.

- e Not applicable.

3 a-d, f

The PBO expects to spend a further \$967.00 (GST exclusive) on recruitment advertising in the remainder of the financial year to Dentsu Mitchell Media Australia Pty Ltd for advertising on seek.com. The expenditure will be approved by the relevant official in accordance with the PBO's financial delegations.

e Not applicable.

4 Summary of approvals for advertising for the period 14 September 2015 to 29 February 2016:

Date	Description	Amount	Approved by
8.10.2015	Recruitment advertising	\$193.40	Parliamentary Budget Officer
8.10.2015	Recruitment advertising	\$193.40	Parliamentary Budget Officer
25.11.2015	Recruitment advertising	\$193.40	Parliamentary Budget Officer
25.11.2015	Recruitment advertising	\$193.40	Parliamentary Budget Officer
25.11.2015	Recruitment advertising	\$193.40	Parliamentary Budget Officer
8.12.2015	Recruitment advertising	\$193.40	Parliamentary Budget Officer
15.12.2015	Recruitment advertising	\$1,384.00	Parliamentary Budget Officer