

Senate Finance and Public Administration Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Budget Estimates 26 May-6 June 2014

Prime Minister and Cabinet Portfolio

Department/Agency: Department of the Prime Minister and Cabinet

Outcome/Program: 1.1 Prime Minister and Cabinet

Topic: Government advertising

Senator: Senator the Hon Joe Ludwig

Question reference number: 340

Type of Question: Written

Date set by the committee for the return of answer: 11 July 2014

Number of pages: 2

Question:

1. How much has been spent on government advertising (including job ads) since Additional Estimates in February, 2014?
 - 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
2. 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:

1. The Department has spent \$30, 625.79 on advertising for the period 1 March 2014 to 31 May 2014 unless otherwise indicated. All figures are exclusive of GST. The items and approving officer were as follows:
 - State memorial service: \$4,101.29. Approved by Branch Head - Ceremonial and Hospitality Branch.
 - State memorial service: \$2,581.89. Approved by Branch Head - Ceremonial and Hospitality Branch.
 - Low aromatic fuel information session 28 February – 3 March: \$1,915.57. Approved by Senior Adviser -Strategic Policy, Health and Communities Division.
 - Office of the Registrar of Indigenous Corporations breach newspaper publications: \$3,185.91. Approved by Branch Head - Office of the Registrar of Indigenous Corporations.

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- Expansion of Working on Country in the Northern Territory 4 March – 12 March: \$1,901.50. Approved by Senior Adviser - Delivery and Network Division.
- National NAIDOC 2014 Awards Ceremony Ticket sales advertising 28 May – 4 June: \$7,876.19. Approved by Senior Adviser – Recognition and Reconciliation.
- National NAIDOC 2014 call for poster competition entries and award nominations advertising 12 February – 19 March: \$9,063.44. Approved by Senior Adviser – Community Engagement and Content Development

All media booking and payments for this period were made through Australian Government non-campaign master media buyer, Adcorp.

2. No further government advertising occurred in the 2013-14 financial year.