

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 - All Agency Indigenous Bodies

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: 4

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:

Responses for the Indigenous Affairs agencies within the Prime Minister and Cabinet portfolio are provided below:

Portfolio Agency	Answer
Aboriginal Hostels Limited	a. Radio advertisements - \$6,122.70. b. Director Hostel Support Division c. Universal McCann 2. No further advertising planned.
Anindilyakwa Land Council	Nil or insignificant amount if any.
Central Land Council	\$32,003 total cost

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Indigenous Business Australia	1. \$32,342		
	<i>List each item of expenditure and cost</i>	<i>List the approving officer for each item</i>	<i>Detail the outlets that were paid for the advertising</i>
	Job Ad \$570	Chief Operating Officer	Seek via Adcorp
	Job Ad \$509	Chief Operating Officer	SEEK, Our Mob via Adcorp,
	Home ownership advertising on NITV for 6 weeks. \$19,857	General Manager - Homes	NITV (SBS)
	Home ownership info sessions: \$1,263	General Manager - Homes	Moree Champion and Narrabri North West Courier via Adcorp
	Home ownership info sessions: \$849	General Manager - Homes	Lismore Star via Adcorp
	Home ownership info sessions: \$755	General Manager - Homes	Tweed Border Mail via Adcorp
	Home ownership info sessions: \$1,066	General Manager - Homes	Central Coast Advocate via Adcorp
	Home ownership info sessions: \$422	General Manager - Homes	Charters Towers Register via Adcorp
	Home ownership info sessions: \$716	General Manager - Homes	Mackay Mercury via Adcorp

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	Home ownership info sessions \$913	General Manager - Homes	Hunter Valley News via Adcorp
	Home ownership info sessions \$648	General Manager - Homes	Mackay Mercury via Adcorp
	Into Business Workshops: \$892	General Manager - Enterprises	Nowra South Coast Register via Adcorp
	Into Business Workshops: \$892	General Manager - Enterprises	Nowra South Coast Register via Adcorp
	Request for tender \$485	General Manager - Enterprises	The Centralian Advocate via Adcorp
	Request for tender \$2505	General Manager - Enterprises	The Adelaide Advertiser via Adcorp
	2. Planned advertising costs for the rest of the financial year is expected to be minimal, regionally based and predominately related to either advising potential customers as to local information sessions and workshops on Home and Business Ownership. To provide a further level of detail requested would involve an unreasonable diversion of limited agency resources.		
Indigenous Land Corporation	1. \$12,847 has been spent on government advertising since Additional Estimates in February 2014. a) All expenditure was on job ads b) The Manager Human Resources (or officer acting in this position approved each item c) All items were paid for through Adcorp 2. Nil		
Northern Land Council	Total cost for the period in question is \$16,979.06 – job ads.		
Outback Stores Pty Ltd	Nil.		
Tiwi Land Council	1. Nil 2. Nil		

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Torres Strait Regional Authority			
<i>Outlet</i>	<i>Purpose</i>	<i>Cost</i>	<i>Approving Officer</i>
Art Almanac	Listing in Art Almanac for Gab Titui Cultural Centre	471	Program Manager
Art Edit	Advertisement in Art Edit Magazine Gab Titui Cultural Centre	1,900	Program Manager
Art Link Advertising	Advertising Gab Titui Cultural Centre	952	Program Manager
Torres News	Recruitment	2,795	Human Resources Manager
Torres News	Meeting Notices	1,336	Program Manager
Torres News	Event Notices	1,409	Program Manager
Torres News	Call for Applications (Grants, Training Workshops, Art Awards Entries)	3,355	Program Manager
Torres News	Gab Titui Cultural Centre Advertising	4,541	Program Manager
Torres Strait Islander Media Association	Call for Applications (Grants, Training Workshops, Art Awards Entries)	909	Program Manager
Torres Strait Islander Media Association	Event Notices	341	Program Manager
Torres Strait Islander Media Association	Meeting Notices	409	Program Manager
		Total	<u>\$ 18,418</u>
Wreck Bay Aboriginal Community Council	Nil.		