

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: Advertising - All Agency Indigenous Bodies

Senator: Senator the Hon Penny Wong

Question reference number: 380

Type of Question: Written

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

Number of pages: 2

Question:

What is the total cost (GST inclusive) of campaign advertising since 11 February 2014?

What additional campaign advertising is planned?

What is the estimated cost (GST inclusive) of planned campaign advertising?

What is the total cost (GST inclusive) of non-campaign advertising since 11 February 2014?

What additional non-campaign advertising is planned?

What is the estimated cost (GST inclusive) of planned non-campaign advertising?

Answer:

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

Portfolio Agency	Answer
Aboriginal Hostels Limited	<p><i>What is the total cost (GST inclusive) of campaign advertising since 11 February 2014?</i> \$6,122.7</p> <p><i>What additional campaign advertising is planned?</i> Nil additional campaign planned.</p> <p><i>What is the estimated cost (GST inclusive) of planned campaign advertising?</i> \$6,122.70 planned in total (short-term radio campaign aired on Indigenous community radio - end June to late July 2014).</p> <p><i>What is the total cost (GST inclusive) of non-campaign advertising since 11 February 2014?</i> No non-campaign advertising</p>

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	<p><i>What additional non-campaign advertising is planned?</i></p> <p>Nil</p> <p><i>What is the estimated cost (GST inclusive) of planned non-campaign advertising?</i></p> <p>N/A</p>
Anindilyakwa Land Council	Not applicable.
Central Land Council	Not applicable.
Indigenous Business Australia	<p>\$34,035 has been spent on campaign advertising advising potential customers of home and business ownership information sessions and workshops since 11 February 2014.</p> <p>\$5,928 was spent on non-campaign advertising predominately related to advertising procurement opportunities since 11 February 2014.</p> <p>Planned campaign and non-campaign advertising costs for the rest of the financial year is expected to be minimal, regionally based and predominantly 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.</p>
Indigenous Land Corporation	Nil.
Northern Land Council	Information not provided in the timeframe requested
Outback Stores Pty Ltd	Nil.
Tiwi Land Council	Nil.
Torres Strait Regional Authority	Nil.
Wreck Bay Aboriginal Community Council	No – not applicable.