

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
SUPPLEMENTARY BUDGET ESTIMATES 2014-15

Finance Portfolio

Department/Agency: All

Outcome/Program: General

Topic: Advertising

Senator: Ludwig

Question reference number: F75

Type of question: Written

Date set by the committee for the return of answer: Wednesday, 31 December 2014

Number of pages: 2

Question:

Since Budget Estimates in May 2014:

1. How much has the Department/Agency spent on Advertising? Including through the use of agencies.
2. Please detail each advertising campaign including its cost, where the advertising appeared, production costs, who approved, Ministerial or Ministerial staff involvement in commissioning.
3. Provide copies of approvals, including but not limited to, approvals made by the Prime Minister or his delegate, the Minister of their delegate or the department or their delegate.

Answer:

In each case, due to privacy considerations, approvals were internal to the Department or agency and copies are not provided.

Department/ Agency	Response			
Finance	1. – 3 see below.			
	Item	Appeared In	Cost	Approving officer
	Advertising 2015 ICT Graduate Program	GradConnection website	\$3,601.68	Director
	Advertising 2015 ICT Cadetship Program	On Job boards on University Career Hubs	\$180.00	Director

Department/ Agency	Response			
	Advertising 2015 Regular Graduate program	GradConnection website	\$16,305.77	Director
Australian Electoral Commission	<p>For the period 28 May 2014 to 31 October 2014</p> <ol style="list-style-type: none"> 1. \$112,770.19 2. <ul style="list-style-type: none"> • \$61,372.77 on Industrial Elections advertising (for elections for registered organisations); • \$2,327.64 on Fee for Service election advertising (for organisations engaging the AEC to conduct elections); • \$21,304.78 on recruitment advertising; and • \$27,765.00 on advertising production to update some of the AEC election advertising materials. 3. Approvals were internal to the AEC due to the nature of the advertising in question. 			
ComSuper	<ol style="list-style-type: none"> 1. Nil. 2. – 3 N/A. 			
Commonwealth Superannuation Corporation	<ol style="list-style-type: none"> 1. \$142,116. 2-3. All campaigns were designed to increase member awareness. <ul style="list-style-type: none"> • Salary Sacrifice: \$62,025 total; Canberra Times, PS News; Production \$12,685; approved by the General Manager, Member and Employer Services as part of the annual member education and information program, no Ministerial or Ministerial staff was involvement in commissioning. • Grow your super: \$33,912 total; Canberra Times, PS News; Production \$10,076; approved by the General Manager, Member and Employer Services as part of the annual member education and information program, no Ministerial or Ministerial staff was involvement in commissioning. • Redundancy: \$26,350 total; Canberra Times, PS News; Production \$15,588; approved by the General Manager, Member and Employer Services as part of the annual member education and information program; no Ministerial or Ministerial staff was involvement in commissioning. • Advice: \$19,826 total; Canberra Times, PS News; Production nil; approved by the General Manager, Member and Employer Services as part of the annual member education and information program; no Ministerial or Ministerial staff was involvement in commissioning. 			
Future Fund Management Agency	Refer to answer for F44.			