

Question: 57

Topic: Advertising

Written: 31 October 2014

Senator LUDWIG asked:

Since Budget Estimates in June 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 or their delegate or the department or their delegate.

Answer

The department has spent \$23,386 since 4 June 2014 on advertising in national newspapers for public hearings for various committees, advertising occasional lectures and to gazette items with the Office of Parliamentary Counsel.

External advertising is through Mitchell & Partners Pty Ltd under the Central Advertising System managed by the Department of Finance.

The department also advertised through Spilled Ink Pty Ltd to advertise in the Torres News (outside of the Central Advertising System) at the request of the relevant committee. The value of this advertisement was \$135.