

QUESTION TAKEN ON NOTICE

ADDITIONAL ESTIMATES HEARING : 08 February 2016

IMMIGRATION AND BORDER PROTECTION PORTFOLIO

(AE16/152) - Government advertising/marketing - Internal Product (DIBP)

Senator Ludwig, Joe (L&CA) written:

Since the change of Prime Minister on 14 September, 2015:

1. How much has been spent by the department / agency on marketing?
 1. List the total cost
 2. List each item of expenditure and cost
 3. List the approving officer for each item.
 4. Detail the ministerial or ministerial staff involvement in the commissioning process.
 5. Which firm provided the marketing?
2. How much has been spent by the department / agency on government advertising (including job ads)?
 1. List the total cost
 2. List each item of expenditure and cost
 3. Where the advertising appeared
 4. List the approving officer for each item.
 5. Detail the ministerial or ministerial staff involvement in the commissioning process.
 6. Detail the outlets that were paid for the advertising.
3. What government advertising is planned for the rest of the financial year?
 1. List the total expected cost.
 2. List each item of expenditure and cost.
 3. Where the advertising will appear
 4. List the approving officer for each item.
 5. Detail the ministerial or ministerial staff involvement in the commissioning process.
 6. Detail the outlets that have been or will be paid for the advertising.
4. Provide copies of approvals for advertising, 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:

1. How much has been spent by the department / agency on marketing?
 1. Nil.
 - 2 – 5. Not applicable
2. How much has been spent by the department / agency on government advertising (including job ads)?
 1. Since 14 September 2015, the Department has spent \$2,799,653 (GST inclusive) on advertising.

2. Item	Item cost (GST inclusive)	3. Advertising placement	5. Ministerial involvement	6. Media outlets
Detector Dog Program, foster care program radio	\$11,022	Radio advertising	No	Mitchell & Partners Australia Pty Ltd
Import labelling review public consultation press ad	\$4,173	Press advertising	No	Australian Financial Review and the Australian
Licensing review public consultation press ad	\$2,732	Press advertising	No	Australian Financial Review and the Australian
Community Status Resolution Services	\$53,119	Digital, press and radio advertising	No	Dentsu Mitchell Media Aust
No Way (offshore) anti-people smuggling campaign	\$2,722,708	TV, radio, press, cable rolling text, online, rickshaws, leaflet and poster dissemination, billboards, bus, and banners.	No	Statt Consulting; International Organization for Migration Vietnam; Expert Opinion Pakistan; TBWA Sri Lanka; Dentsu Mitchell; Lote Marketing, Zanala Bangladesh; Adventist Development and Relief Agency India; Organisation for Eelam Refugee Rehabilitation.
Recruitment advertising	\$5,899	*	No	Dentsu Mitchell Media Aust
Total	\$2,799,653			

3. * Interrogation of the Department's financial information system to provide further details would be an unreasonable diversion of resources.
4. To provide details of the approving officer for each transaction would involve an unreasonable diversion of resources. The requirement to seek approval for

advertising will vary depending on the type of advertising to be carried out, its purpose and the proposed level of expenditure. This is consistent with the requirements of the *Public Governance, Performance and Accountability Act 2013* and the Commonwealth Government's guidelines outlined by the Department of Finance.

3. What government advertising is planned for the rest of the financial year?

1. Total advertising currently planned for the rest of the financial year is estimated to be \$3,618,820 (GST inclusive).

2. Item	Item cost (GST inclusive)	3. Advertising placement	5. Ministerial involvement	6. Media outlets
Community Status Resolution Services	\$31,541	Digital, press and radio advertising	No	Dentsu Mitchell Media Aust
No Way (onshore) anti-people smuggling campaign	\$918,280	Press, radio, online, creative concept development and production.	Yes	Dentsu Mitchell Media Aust; Ensemble Australia.
No Way (offshore) anti-people smuggling campaign	\$2,668,999	TV, radio, cable rolling text, online, rickshaws, leaflet and poster dissemination; billboards, bus, banner, and smartphone game.	No	Dentsu Mitchell; Statt Consulting; International Organization for Migration Vietnam and Bangladesh; Expert Opinion Pakistan; Lapis Communications; TBWA Sri Lanka; Lote Marketing, Adventist Development and Relief Agency India; Organisation for Eelam Refugee Rehabilitation.
Total	\$3,618,820			

4. To provide details of the approving officer for each transaction would involve an unreasonable diversion of resources. The requirement to seek approval for advertising will vary depending on the type of advertising to be carried out, its purpose and the proposed level of expenditure. This is consistent with the requirements of the Public Governance, Performance and Accountability Act 2013 and the Commonwealth Government's guidelines outlined by the Department of Finance.

4. Provide copies of approvals for advertising, 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.

The No Way (onshore) anti-people smuggling campaign phase three received certification from Michael Outram, A/g Chief Executive Officer on 3 June 2015 as a part of the campaign certification process. It is available from the Department website: <http://www.border.gov.au/about/access-accountability/chief-executive-certification-for-government-advertising-campaigns>

To provide copies of all approvals would involve an unreasonable diversion of resources.