

QUESTION TAKEN ON NOTICE

ADDITIONAL ESTIMATES HEARING : 27 February 2017

IMMIGRATION AND BORDER PROTECTION PORTFOLIO

(AE17/110) - Advertising and information campaigns - Internal Product (DIBP)

Senator Bilyk, Catryna (L&CA) written:

How much has the Department spent on advertising and information campaigns since 1 October 2016 (GST inclusive)? Can a list of all Contract Notice IDs for the Austender website in relation to advertising and information campaign contracts please be provided?

How much did the Department spend on Facebook advertising or sponsored Facebook posts in calendar year 2016 (GST inclusive)?

How much did the Department spend on Google adwords advertising in calendar year 2016 (GST inclusive)?

Answer:

How much has the Department spent on advertising and information campaigns since 1 October 2016 (GST inclusive)?

The Department has spent \$668,203.78 (GST inclusive) on the anti-people smuggling communication campaign from 1 October 2016 to 31 December 2016.

Can a list of all Contract Notice IDs for the Austender website in relation to advertising and information campaign contracts please be provided?

- Mitchell and Partners Australia Pty Ltd
Austender Contract Notice ID: [CN2347602](#)
- The Trustee for LMG Melbourne Unit
Austender Contract Notice ID: [CN3344854](#)

How much did the Department spend on Facebook advertising or sponsored Facebook posts in calendar year 2016 (GST inclusive)?

The Department has spent approximately \$616,450 (GST inclusive) on Facebook advertising for the anti-people smuggling communication campaign in calendar year 2016.

How much did the Department spend on Google adwords advertising in calendar year 2016?

The Department has spent approximately \$373,000 (GST inclusive) on Google adwords advertising for the anti-people smuggling communication campaign in calendar year 2016.