

QUESTION TAKEN ON NOTICE

SUPPLEMENTARY BUDGET ESTIMATES – 20 OCTOBER 2014

IMMIGRATION AND BORDER PROTECTION PORTFOLIO

(SE14/220) PROGRAMME – Internal Product

Senator Ludwig (Written) asked:

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

- List the total expected cost
- List each item of expenditure and cost
- List the approving officer for each item
- Detail the outlets that have been or will be paid for the advertising

Answer:

The table below details the total expected expenditure on advertising until 30 June 2015:

Item of expenditure	Supplier	Cost (excluding GST)
Employer Awareness - YouTube advertising and Facebook promoted posts	Universal McCann	\$90 909.09
Community Status Resolution Service - online, press and radio advertising	Mitchells Adcorp Alliance	\$125 418.56
Voluntary Returns (onshore) - online and radio advertising	Mitchells Adcorp Alliance	\$39 342.16
Coming to Australia video promotion - Google search in 10 different countries	Mitchells Adcorp Alliance	\$36 363.64
No way (onshore) - online, press and radio advertising	Mitchells Adcorp Alliance	\$121,089.90
No way (offshore) - online advertising	Mitchells Adcorp Alliance	\$440,000
No way (offshore) - press, radio and television advertising	STATT Consulting	\$1,220,054
No way (offshore) - press, radio television, billboard advertising, and leaflet dissemination	TBWA/Thompson Associates	\$290,000

No way (offshore) - radio, street theatre and leaflet dissemination	Zanala Bangladesh	\$12,000
No way (offshore) - loud speaker announcements, leaflet dissemination, DVD production, newsletter and community events	Vietnam IOM	\$120,000
		\$2,495,177.35

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.