

**Senate Standing Committee on Environment and Communications  
Legislation Committee**  
Answers to questions on notice  
**Environment portfolio**

**Question No:** 155  
**Hearing:** Additional Estimates  
**Outcome:** Corporate  
**Programme:** Policy and Communications Division  
**Topic:** Portfolio wide - government advertising  
**Hansard Page:** N/A  
**Question Date:** 7 March 2014  
**Question Type:** Written

**Senator Ludwig asked:**

1. How much has been spent on government advertising (including job ads) since 7 September 2013?
  - a) List each item of expenditure and cost
  - b) List the approving officer for each item
  - c) Detail the outlets that were paid for the advertising

**Answer:**

**The Department**

1. The total spend on non-campaign advertising between 7 September 2013 and 24 February 2014 was \$212,897.93. This includes gazette and recruitment advertising, public information notices, request for tenders, and expressions of interest.
  - a) Providing specific details about the expenditure for each item would involve an extensive manual process and therefore, in the context of existing workloads, an unreasonable diversion of resources.
  - b) Approvals are based on standard financial delegations according to the expenditure amount. Providing specific details about the approving officer for each item would involve an extensive manual process and therefore, in the context of existing workloads, an unreasonable diversion of resources.
  - c) Providing specific details about the outlets that were paid for each item would involve an extensive manual process and therefore, in the context of existing workloads, an unreasonable diversion of resources.

**Bureau of Meteorology**

1. The total spend on government advertising (including job ads) since 7 September 2013 was \$102,046.86.
  - a) Refer table below.
  - b) Refer table below.
  - c) Refer table below.

<b>Description</b>	<b>Outlet paid</b>	<b>Approver</b>	<b>Amount (\$)</b>
QLD Graphic Forecast Editor	The Magazine Publishing Company	AOS – Hazards, Warnings and Forecast Division	\$904.20
Full Page Advertisement	The Coastal Passage	Regional Director - Queensland	\$200.00
Facebook Promotion and Warnings	Facebook Ireland Limited	Channel Manager – Information Systems and Services Division	\$54,288.28
Position notice 286	Adcorp Australia Ltd	Assistant Director of Management	\$646.96
Job Posting – Space Weather Services	Adcorp Australia Ltd	Assistant Director of Management	\$308.30
Technical positions - Antarctica	Adcorp Australia Ltd	Assistant Director of Management	\$3,469.07
Position notice 10970	Adcorp Australia Ltd	Assistant Director of Management	\$882.24
Position notice 13531	Adcorp Australia Ltd	Assistant Director of Management	\$245.71
Position notice 13530	Adcorp Australia Ltd	Assistant Director of Management	\$305.67
Position notice 13378	Adcorp Australia Ltd	Assistant Director of Management	\$429.30
Position notice 13521	Adcorp Australia Ltd	Assistant Director of Management	\$490.34
Position notice 13378	Adcorp Australia Ltd	Assistant Director of Management	\$2,601.23
Position notice 13511	Adcorp Australia Ltd	Assistant Director of Management	\$647.77
Position notice 12275	Adcorp Australia Ltd	Assistant Director of Management	\$513.57
Position notice 13513	Adcorp Australia Ltd	Assistant Director of Management	\$491.02
Position notice 13514	Adcorp Australia Ltd	Assistant Director of Management	\$491.02
Position notice 13515	Adcorp Australia Ltd	Assistant Director of Management	\$491.02
Position notice 13519	Adcorp Australia Ltd	Assistant Director of Management	\$1,211.60
Position notice 114	Adcorp Australia Ltd	Assistant Director of Management	\$379.37
Position notice 284	Adcorp Australia Ltd	Assistant Director of Management	\$245.17
Position notice 13510	Adcorp Australia Ltd	Assistant Director of Management	\$758.74
Position notice 10796	Adcorp Australia Ltd	Assistant Director of Management	\$948.64
Position notice 10536	Adcorp Australia Ltd	Assistant Director of Management	\$1,585.96
Position notice 13518	Adcorp Australia Ltd	Assistant Director of Management	\$1,517.48
Position notice 951	Adcorp Australia Ltd	Assistant Director of Management	\$245.17
Position notice 348	Adcorp Australia Ltd	Assistant Director of Management	\$245.17
Position notice 13501	Adcorp Australia Ltd	Assistant Director of Management	\$2,279.93
Position notice 13498	Adcorp Australia Ltd	Assistant Director of Management	\$305.67
APS Gazettal Subscription	Australian Public Service Commission	Assistant Director of Management	\$24,918.26
<b>Total</b>			<b>\$102,046.86</b>

### **Clean Energy Regulator**

1. The total spend on government advertising (including job ads) since 7 September 2013 was \$9,315.82 (GST inclusive).
- a) Following the Machinery of Government changes, the only advertising undertaken by the Clean Energy Regulator from 21 November 2013 to 24 February 2014 was the 2014 Graduate Development Program which was advertised on APSjobs on 16 December 2013.

The Clean Energy Regulator is invoiced each December for its annual APSjobs subscription. The yearly invoice does not provide detailed costings for individual advertisements.

- b) The advertisement for the 2014 Clean Energy Regulator Graduate Development Program was certified by the Agency Head and approved for external advertising by the APS Commissioner in accordance with the requirements set out in the APS interim recruitment arrangements.
- c) APSjobs (please refer to part a).

### **Climate Change Authority**

1. Nil.
- a) Not applicable.
- b) Not applicable.
- c) Not applicable.

### **Great Barrier Reef Marine Park Authority**

1. The total spend on government advertising (including job ads) since 7 September 2013 was \$53,694.96.
- a) Refer table below.
- b) Refer table below.
- c) Refer table below.

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a)		b)	c)
Volunteer open night	\$ 598.79	Reef HQ - Public Relations Officer	Universal McCann - press advertising
Magnetic Island Guide	\$ 931.70	Reef HQ - Public Relations Officer	Island Impressions
School holiday campaign	\$ 6,269.49	Reef HQ - Public Relations Officer	Universal McCann - radio advertising
School holiday campaign	\$ 5,431.03	Reef HQ - Public Relations Officer	Universal McCann - television advertising
Facebook	\$ 1,025.08	Reef HQ - Public Relations Officer	Facebook
Yellow Pages	\$ 806.00	Reef HQ - Public Relations Officer	Sensis
Townsville Holiday and Travel Guide	\$ 2,400.00	Reef HQ - Public Relations Officer	Townsville Enterprise
Travautobarn	\$ 200.00	Reef HQ - Public Relations Officer	Sealink
Motorhome Australia	\$ 430.90	Reef HQ - Public Relations Officer	Vink Publishing
Regional Print campaign	\$ 600.00	Reef HQ - Public Relations Officer	Townsville Enterprise
Fish and Boat magazine	\$ 224.40	Field Management - Compliance Planning Manager	Fish & Boat Magazine
Fish and Boat magazine	\$ 224.40	Field Management - Compliance Planning Manager	Fish & Boat Magazine
Fish and Boat magazine	\$ 224.40	Field Management - Compliance Planning Manager	Fish & Boat Magazine
Fish and Boat magazine	\$ 224.40	Field Management - Compliance Planning Manager	Fish & Boat Magazine
Fish and Boat magazine	\$ 224.40	Field Management - Compliance Planning Manager	Fish & Boat Magazine
Fish and Boat magazine	\$ 224.40	Field Management - Compliance Planning Manager	Fish & Boat Magazine
Fish and Boat magazine	\$ 323.85	Field Management - Compliance Planning Manager	Adcorp
Gazette lodgement - Notice of Making - Dent Island Lightstation Heritage Management Plan	\$ 130.00	Field Management - Project Officer	Office of Parliamentary Council - Gazette office
Advert in About Fishing NQ	\$ 1,150.88	Field Management - A/Compliance Planning Manager	Adcorp Australia Limited
Queensland Seafood Magazine	\$ 1,221.00	Biodiversity, Conservation & Sustainable Use - GM	Queensland Seafood Industry Association (QSIA)
Queensland Seafood Magazine	\$ 1,221.00	Biodiversity, Conservation & Sustainable Use - GM	Queensland Seafood Industry Association (QSIA)
Queensland Seafood Magazine	\$ 1,221.00	Biodiversity, Conservation & Sustainable Use - GM	Queensland Seafood Industry Association (QSIA)
Gazette lodgement - Cruise Whitsunday - Sea Dumping	\$ 130.00	Manager, Major Projects	Office of Parliamentary Council - Gazette office
Gazette lodgement - Cruise Whitsunday - 2 sea installations at Knuckle Reef	\$ 130.00	Manager, Major Projects	Office of Parliamentary Council - Gazette office
Gazette lodgement - Cruise Whitsunday - decision for sea installations at Knuckle Reef	\$ 130.00	Manager, Major Projects	Office of Parliamentary Council - Gazette office
Gazette lodgement - Notice of decision to vary a Sea Dumping permit granted to BM Alliance	\$ 130.00	Manager, Major Projects	Office of Parliamentary Council - Gazette office
Strategic Assessment	\$ 8,520.74	Strategic Policy & Reef Stewardship - GM	Adcorp - regional press advertising
Strategic Assessment	\$ 14,521.00	Strategic Policy & Reef Stewardship - GM	Adcorp - metro press advertising
Strategic Assessment	\$ 2,808.46	Strategic Policy & Reef Stewardship - GM	Adcorp - regional press advertising
Expressions of Interest - Special Tourism Permissions	\$ 2,017.64	Tourism & Stewardship - Director	Adcorp Australia Limited

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**Murray-Darling Basin Authority**

1. The total spend on government advertising (including job ads) since 7 September 2013 was \$3,696 (including GST).
  - a)
    - Advertising for the Aboriginal Heritage Impact Permit process for renewal: \$722.43
    - Advertising for Gunbower easement: \$1,765.12
    - Recruitment advertising for EL1 ,Water Resources: \$872.88
  - b) Approvals are based on standard financial delegations according to the expenditure amount.
  - c) The outlets which placed the advertisements were:
    - Aboriginal Heritage Impact Permit - ADCORP - Mildura Sunraysia Daily & Renmark Murray Pioneer
    - Gunbower – ADCORP - Echuca, Riverine Herald
    - Recruitment – ADCORP - Seek, NRM, Envirojobs

**National Water Commission**

1. The total spend on government advertising (including job ads) since 7 September 2013 was \$3,715 (GST inclusive).
  - a) Call for public submissions for Triennial Assessment: \$3,715.
  - b) General Manager, Planning and Evaluation.
  - c) Adcorp - The Australian.

**Director of National Parks**

1. The total spend on government advertising (including job ads) since 7 September 2013 was \$11,107.85.
  - a) Refer table below.
  - b) Refer table below.
  - c) Refer table below.

<b>Description</b>	<b>Approver</b>	<b>Outlet paid</b>	<b>Amount (\$)</b>
Community information advertising by Christmas Island National Park in The Islander	Park Manager, Christmas Island National Park	The Islander	336.00
Event and visitor information from the Australian National Botanic Garden (ANBG)	Assistant Director, Communications and Visitor Services, ANBG	Canberra Times	490.91
Community information advertising by Pulu Keeling National Park in The Atoll	Pulu Keeling National Park	The Atoll	25.00
Community information advertising by Christmas Island National Park in The Islander	Park Manager, Christmas Island National Park	The Islander	336.00
Event and visitor information from the Australian National Botanic Garden	Assistant Director, Communications and Visitor Services, ANBG	Canberra Times	626.04
Community information advertising by Christmas Island National Park in The Islander	Park Manager, Christmas Island National Park	The Islander	336.00
Job advertisement	Park Manager, Christmas Island National Park	Adcorp was paid to place in on NRMjobs	274.25
Event and visitor information from the Australian National Botanic Garden	Assistant Director, Communications and Visitor Services, ANBG	Canberra Weekly	540.00
Event and visitor information from the Australian National Botanic Garden	Assistant Director, Communications and Visitor Services, ANBG	Canberra Times	626.04
Event and visitor information from the Australian National Botanic Garden	Assistant Director, Communications and Visitor Services, ANBG	Canberra Weekly	540.00
Community information advertising by Pulu Keeling National Park in The Atoll	Pulu Keeling National Park	The Atoll	100.00
Event amd visitor information from the Australian National Botanic Garden	Assistant Director, Communications and Visitor Services, ANBG	Canberra Times	626.04
Community information advertising by Christmas Island National Park in The Islander	Park Manager, Christmas Island National Park	The Islander	336.00
Community information advertising by Christmas Island National Park in The Islander	Park Manager, Christmas Island National Park	The Islander	420.00
Event information from the Australian National Botanic Garden	Assistant Director, Communications and Visitor Services, ANBG	Holiday Happenings	140.91
Visitor information from the Australian National Botanic Gardens through brochure distribution service	Assistant Director, Communications and Visitor Services, ANBG	Brochure Distribution Services	116.36
Event and visitor information from the Australian National Botanic Garden	Assistant Director, Communications and Visitor Services, ANBG	Canberra Weekly	540.00
Visitor information from Booderee National Park	Booderee National Park	South Coast Register	298.82

Event and visitor information from the Australian National Botanic Garden	Assistant Director, Communications and Visitor Services, ANBG	Canberra Times	626.04
Event and visitor information from the Australian National Botanic Garden	Assistant Director, Communications and Visitor Services, ANBG	Canberra Times	890.91
Visitor information from the Australian National Botanic Gardens through brochure distribution service	Assistant Director, Communications and Visitor Services, ANBG	Brochure Distribution Services	116.36
Community information advertising by Christmas Island National Park in The Islander	Park Manager, Christmas Island National Park	The Islander	252.00
Event and visitor information from the Australian National Botanic Garden	Assistant Director, Communications and Visitor Services, ANBG	Canberra Times	1,814.60
Event and visitor information from the Australian National Botanic Garden	Assistant Director, Communications and Visitor Services, ANBG	BMA Online Gig Guide	70.00
Invitation for public comment on Oenpelli python proposal	Manager, Natural and Cultural Programs, Kakadu National Park	Adcorp was paid to place in NT News	584.12
School program information for teachers from the Australian National Botanic Gardens	Assistant Director, Communications and Visitor Services, ANBG	Museums Australia	45.45
<b>Total</b>			<b>\$11,107.85</b>

### **Sydney Harbour Federation Trust**

1. The total spend on government advertising (including job ads) since 7 September 2013 was \$27,084.42.
  - a) Refer table below.
  - b) Refer table below.
  - c) Refer table below.

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<b>Advertisement Description</b>	<b>Cost</b>	<b>Approving Officer</b>	<b>Advertising Outlet</b>
Projects manager job advertising	\$ 2,312.75	HR Manager	Employment Office Australia
Ranger job advertising	\$ 2,604.80	HR Manager	Employment Office Australia
Maintenance officer job, advertising	\$ 2,035.55	HR Manager	Employment Office Australia
Qualified painter job advertising	\$ 2,035.55	HR Manager	Employment Office Australia
Media Charges - Mosman Daily November 2013	\$ 1,007.05	Marketing Manager	Adcorp Australian Limited
Placement of advertisements in Teacher Publications promoting the Cockatoo island Education program 2014	\$ 7,122.50	Marketing Manager	Tempo Media Pty Ltd
Half Page Ad in WOIS Magazine	\$ 1,738.00	Marketing Manager	What's On in Sydney
Mosman Daily Early general News 31 Oct 2013	\$ 562.38	Marketing Manager	Adcorp Australian Limited
Mosman daily appearance	\$ 913.55	Marketing Manager	Adcorp Australian Limited
Property listings, 13 Best ave/ 32 Suakin dr/ 11 Crane Cres	\$ 990.00	Leasing Manager	Realestate.com.au Pty Ltd
Sydney Morning Herald Classified - Caption "Request for Tender T1599/2013" - 31/8/2013	\$ 1,875.04	Project Manager	Adcorp Australian Limited
Request for Tender-Sydney Morning Herald Classified-Sat 2 Nov 2013	\$ 2,827.97	Project Manager	Adcorp Australian Limited
Stays Accommodation Advertising	\$ 1,059.29	Accommodation Manager	Stayz Pty Ltd
<b>Total</b>	<b>\$27,084.42</b>		