

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

**Question No:** 156  
**Hearing:** Additional Estimates  
**Outcome:** Corporate  
**Programme:** Policy and Communications Division  
**Topic:** Portfolio wide - government advertising  
**Hansard Page:** N/A  
**Question Date:** 04 March 2014  
**Question Type:** Written

**Senator Ludwig asked:**

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

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

**Answer:**

**Department of the Environment**

With the exception of any advertising required in the normal course of business, for example public and gazettal notices, at the time of writing there were no specific advertising activities planned for the Department.

- a) Not applicable
- b) Not applicable
- c) Not applicable
- d) Not applicable

**Australian Antarctic Division**

There is no government advertising planned, however, public and gazettal notices may be expected in the normal course of business.

- a) Not applicable
- b) Not applicable
- c) Not applicable
- d) Not applicable

### **Bureau of Meteorology**

- a) \$9,262.08
- b) The advertising costs are associated with the Graduate 2014 Recruitment Campaign – Meteorologist course. Costs are \$9,626.08.
- c) The Assistant Director Management
- d) The outlet for this planned government advertising will be Adcorp Australia Limited.

### **Clean Energy Regulator**

There is no government advertising planned, however, public and gazettal notices may be expected in the normal course of business.

- e) Not applicable
- f) Not applicable
- g) Not applicable
- h) Not applicable

### **Climate Change Authority**

There is no government advertising planned, however, public and gazettal notices may be expected in the normal course of business.

- a) Not applicable
- b) Not applicable
- c) Not applicable
- d) Not applicable

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

Yes

- a) Refer to the table below
- b) Refer to the table below
- c) Refer to the table below
- d) Refer to the table below

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a)	b)	c)	d)
\$ 4,080.00	Love It Up! Campaign	Reef HQ - Public Relations Officer	Universal McCann
\$ 1,400.00	Love It Up! Campaign	Reef HQ - Public Relations Officer	Universal McCann
\$ 500.00	Love It Up! Campaign	Reef HQ - Public Relations Officer	Facebook
\$ 2,467.50	Easter School Holidays	Reef HQ - Public Relations Officer	Universal McCann
\$ 4,000.00	Easter School Holidays	Reef HQ - Public Relations Officer	Universal McCann
\$ 500.00	Easter School Holidays	Reef HQ - Public Relations Officer	Facebook
\$ 500.00	June School Holidays	Reef HQ - Public Relations Officer	Universal McCann
\$ 500.00	June School Holidays	Reef HQ - Public Relations Officer	Universal McCann
\$ 200.00	June School Holidays	Reef HQ - Public Relations Officer	Facebook
\$ 1,800.00	June School Holidays	Reef HQ - Public Relations Officer	PMP Distribution
\$ 1,000.00	Ongoing Social Media	Reef HQ - Public Relations Officer	Facebook
\$ 500.00	Ongoing Social Media	Reef HQ - Public Relations Officer	Google
\$ 1,400.00	Function/Conferencing Advertising	Reef HQ - Public Relations Officer	Universal McCann
\$ 500.00	Function/Conferencing Advertising	Reef HQ - Public Relations Officer	Universal McCann
\$ 323.85	Fish and Boat magazine	Field Management - Compliance Planning Manager	Adcorp
\$ 323.85	Fish and Boat magazine	Field Management - Compliance Planning Manager	Adcorp
\$ 323.85	Fish and Boat magazine	Field Management - Compliance Planning Manager	Adcorp
\$ 323.85	Fish and Boat magazine	Field Management - Compliance Planning Manager	Adcorp
\$ 130.00	Sea dumping application for Cooktown	Manager, Ports and Shipping	Office of Parliamentary Council - Gazette office
\$ 130.00	Sea Dumping decision for Port Douglas	Manager, Ports and Shipping	Office of Parliamentary Council - Gazette office
\$ 130.00	Sea Dumping application for NQBP – Hay Point	Manager, Ports and Shipping	Office of Parliamentary Council - Gazette office
\$ 130.00	Sea Dumping decision for NQBP - Abbot Point	Manager, Ports and Shipping	Office of Parliamentary Council - Gazette office
\$ 130.00	Sea Dumping decision for NQBP - Hay Point	Manager, Ports and Shipping	Office of Parliamentary Council - Gazette office
\$ 1,750.00	Special Management Areas (Statutory) WWII Catalina aircraft	Heritage Conservation, Director	Adcorp
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\$ 1,221.00	Queensland Seafood Magazine	Biodiversity, Conservation & Sustainable Use - GM	Queensland Seafood Industry Association (QSIA)

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**Murray-Darling Basin Authority**

There is no government advertising planned, however, public and gazettal notices may be expected in the normal course of business.

- a) Not applicable
- b) Not applicable
- c) Not applicable
- d) Not applicable

**National Water Commission**

There is no government advertising planned, however, public and gazettal notices may be expected in the normal course of business.

- a) Not applicable
- b) Not applicable
- c) Not applicable
- d) Not applicable

**Sydney Harbour Federation Trust**

Yes. In addition to the advertising items outlined in the table below, public and gazettal notices may be expected in the normal course of business.

- a) Refer to the table below
- b) Refer to the table below
- c) Refer to the table below
- d) Refer to the table below

<b>Item</b>	<b>Total cost (inc GST)</b>	<b>Approving Officer</b>	<b>Outlets</b>
Australian Teacher Magazine Advertising Package	\$7,122.50	Marketing Manager	Tempo Media Pty Ltd
SEERR Education Advertising Package	\$1,265	Marketing Manager	School Excursion and Outdoor Education Pty Ltd
Accommodation Advertising Package	\$16,855.40	Marketing Manager	AdCorp Australia Ltd
<b>TOTAL</b>	<b>\$25,242.90</b>		