

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
ADDITIONAL BUDGET ESTIMATES 2013-2014

Finance Portfolio

Question reference number: F129

Senator: Ludwig

Topic: Government advertising

Type of question: Written

Date set by the committee for the return of answer: Friday, 11 April 2014

Number of pages: 4

Question:

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
2. 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 / Agency	Response
Finance	<p>1. Total gross media expenditure on advertising placed through the Central Advertising System administered by Finance by agencies subject to the <i>Financial Management and Accountability Act 1997</i> was \$21.8 million between 8 September 2013 and 1 February 2014 (inclusive).</p> <p>In relation to questions 1a)–c), given the number of individual advertisements placed with hundreds of media outlets, the level of detail sought would involve an unreasonable diversion of departmental resources.</p> <p>2. Finance anticipates that a number of ongoing advertising campaigns are likely to continue during 2013-14, including Defence Force Recruiting (Defence), Digital Television – Retune (Communications) and Smartraveller (Foreign Affairs and Trade).</p> <p>In relation to questions 2 a)–d), the level of detail sought for the campaigns referenced above would involve an unreasonable diversion of departmental resources.</p>

AEC	<p>1. The total expenditure is not available but key advertising included:</p> <p>a)</p> <ul style="list-style-type: none"> • 2014 Griffith by-election <ul style="list-style-type: none"> i) \$30,739 (Non-campaign advertising). ii) \$16,815 (Campaign advertising). • APS jobs advertisements. Seven advertisements were placed through APSJobs. Confirmed cost is not provided by the Australian Public Service Commission (APSC) until the following year but based on the most recent previous charges the approximate cost is \$50.37 per advertisement. <p>b)</p> <ul style="list-style-type: none"> • 2014 Griffith by-election. <ul style="list-style-type: none"> i)–ii) Assistant Commissioner Education and Communications. • APS jobs advertisements. EL2 and above prior to implementation of interim arrangements. One position was advertised under the interim arrangements and approval was provided by the APSC. <p>c)</p> <ul style="list-style-type: none"> • 2014 Griffith by-election. <ul style="list-style-type: none"> i) <i>The Courier Mail</i>. ii) Digital and Radio for the Print Handicapped. • APS jobs advertisements. APSC. <p>2. 2014 Griffith by-election, 2014 WA Senate election, APS Jobs advertisements</p> <p>a) This information is not available.</p> <p>b)</p> <ul style="list-style-type: none"> • 2014 Griffith by-election (placed after 31 January 2014). <ul style="list-style-type: none"> i) \$19,626 – (Non-campaign advertisements). ii) \$4,292 – (Campaign advertising). • 2014 WA Senate election <ul style="list-style-type: none"> i) Non-campaign advertisements – \$40,000 (Estimate). ii) Campaign advertisements – \$1,686,300 (Estimate). • APS jobs advertisements – \$450 (Estimate). <p>c)</p> <ul style="list-style-type: none"> • 2014 Griffith by-election. <ul style="list-style-type: none"> i)–ii) Assistant Commissioner Education and Communications. • 2014 WA Senate election. <ul style="list-style-type: none"> i) Non-campaign newspaper advertisements – Acting Australian Electoral Officer for Western Australia. ii) Campaign advertisements – Acting Electoral Commissioner. • APS jobs advertisements. APSC. <p>d)</p> <ul style="list-style-type: none"> • 2014 Griffith by-election. <ul style="list-style-type: none"> i) <i>The Courier Mail</i>. ii) Digital and Radio for the Print Handicapped. • 2014 WA Senate election. <ul style="list-style-type: none"> i) Non-campaign newspaper advertising – <i>The West Australian</i> and a range of newspapers covering regional Western Australian locations. ii) Campaign advertising will be placed on TV, radio, online, newspapers and cinema, including CALD and Indigenous media.
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ComSuper	<div>1. Nil. a)-d) N/A.</div> <div>2. ComSuper does not foresee any expenditure on advertising for the remainder of the financial year. a)-d) N/A.</div>																																																				
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	<table><tr><th>Provider</th><th>Description</th><th>Amount</th><th>Approved by</th></tr><tr><td>Wizard People</td><td>Advertising - recruitment</td><td>\$122.38</td><td>General Manager, Member & Employer Services</td></tr><tr><td>Wizard People</td><td>Advertising - recruitment</td><td>\$183.57</td><td>General Manager, Member & Employer Services</td></tr><tr><td>APN Outdoor</td><td>Outdoor advertising - member education</td><td>\$9,287.79</td><td>General Manager, Member & Employer Services</td></tr><tr><td>APN Outdoor</td><td>Outdoor advertising - member education</td><td>\$2,185.37</td><td>General Manager, Member & Employer Services</td></tr><tr><td>APN Outdoor</td><td>Outdoor advertising - member education</td><td>\$236.74</td><td>General Manager, Member & Employer Services</td></tr><tr><td>APN Outdoor</td><td>Outdoor advertising - member education</td><td>\$6,902.11</td><td>General Manager, Member & Employer Services</td></tr><tr><td>Fairfax Media</td><td>Press advertising - member education</td><td>\$5,931.32</td><td>General Manager, Member & Employer Services</td></tr><tr><td>Fairfax Media</td><td>Press advertising - member education</td><td>\$5,982.49</td><td>General Manager, Member & Employer Services</td></tr><tr><td>Fairfax Media</td><td>Press advertising - member education</td><td>\$7,653.53</td><td>General Manager, Member & Employer Services</td></tr><tr><td>Fairfax Media</td><td>Press advertising - member education</td><td>\$7,402.79</td><td>General Manager, Member & Employer Services</td></tr><tr><td>Fairfax Media</td><td>Press advertising - member education</td><td>\$7,653.53</td><td>General Manager, Member & Employer Services</td></tr><tr><td></td><td>Total</td><td>\$53,541.62</td><td></td></tr></table>	Provider	Description	Amount	Approved by	Wizard People	Advertising - recruitment	\$122.38	General Manager, Member & Employer Services	Wizard People	Advertising - recruitment	\$183.57	General Manager, Member & Employer Services	APN Outdoor	Outdoor advertising - member education	\$9,287.79	General Manager, Member & Employer Services	APN Outdoor	Outdoor advertising - member education	\$2,185.37	General Manager, Member & Employer Services	APN Outdoor	Outdoor advertising - member education	\$236.74	General Manager, Member & Employer Services	APN Outdoor	Outdoor advertising - member education	\$6,902.11	General Manager, Member & Employer Services	Fairfax Media	Press advertising - member education	\$5,931.32	General Manager, Member & Employer Services	Fairfax Media	Press advertising - member education	\$5,982.49	General Manager, Member & Employer Services	Fairfax Media	Press advertising - member education	\$7,653.53	General Manager, Member & Employer Services	Fairfax Media	Press advertising - member education	\$7,402.79	General Manager, Member & Employer Services	Fairfax Media	Press advertising - member education	\$7,653.53	General Manager, Member & Employer Services		Total	\$53,541.62	
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<p>Future Fund Management Agency</p>	<p>For the period 7 September 2013 to 31 January 2014:</p> <ol style="list-style-type: none"> 1. \$5,300 <ol style="list-style-type: none"> a) Recruitment advertising (2 x eFinancial ads in September 2013 and October 2013); b) Senior HR Consultant/Chief HR Officer; c) AdCorp Australia (VIC) Pty Ltd. 2. Recruitment advertising <ol style="list-style-type: none"> a) \$2,760 (3 x eFinancial ads); b) Recruitment advertising; c) Chief HR Officer; d) AdCorp Australia (VIC) Pty Ltd.
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