

**Senate Finance and Public Administration Legislation Committee**

**ANSWERS TO QUESTIONS ON NOTICE**

Additional Estimates 24-28 February 2014

**Prime Minister and Cabinet Portfolio**

**Department/Agency:** Department of the Prime Minister and Cabinet

**Outcome/Program:** 1.1 Prime Minister and Cabinet

**Topic:** Government Advertising

**Senator:** Senator the Hon Joe Ludwig

**Question reference number:** 208

**Type of Question:** Written

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

**Number of pages:** 2

**Question:**

1. How much has been spent on government advertising (including job ads) since 7 September 2013?
  - a. List each item of expenditure and the 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:**

Please see PM 198 for Supplementary Budget Estimates 2013 for the response to these questions for the period September to November 2013.

1. For the period 1 November 2013 to 28 February 2014, the total expenditure approved by the department was \$244,165.77.  
As some funding is still being transferred to PM&C following the machinery of government changes, some of this expenditure was from funds currently held by departments from which functions have been transferred.

**Senate Finance and Public Administration Legislation Committee**

**ANSWERS TO QUESTIONS ON NOTICE**

Additional Estimates 24-28 February 2014

**Prime Minister and Cabinet Portfolio**

The items, approving officer and advertising outlets were as follows:

- Remote School Attendance Strategy: \$177,833.26 Approved by the Deputy Secretary, Indigenous Affairs. Media booking and payment through Australian Government master media buyer, Universal McCann.
- Low Aromatic Fuel Regional Rollout in Palm Island: \$2,107.13 Approved by the Assistant Secretary, Health Programmes Branch. Media booking and payment through Australian Government non-campaign master media buyer, Adcorp.
- Review of Indigenous Jobs and Training: \$32,552.96. Approved by the Group Manager, Employment Review Taskforce. Media booking and payment through Australian Government non-campaign master media buyer, Adcorp.
- Various community based advertising and media: \$6806.66. Various approvers. Mostly media bookings and payment through Australian Government non-campaign master media buyer, Adcorp
- Recruitment Advertisements and APS Jobs subscription: \$17,495. Approved by various Media booking and payment for external advertisements through Australian Government non-campaign master media buyer, Adcorp.
- State memorial service: \$7,368.31. Approved by Branch Head Ceremonial and Hospitality Branch. Media booking and payment through Australian Government non-campaign master media buyer, Adcorp.

2. Refer to PM 226.