

QUESTION TAKEN ON NOTICE

ADDITIONAL ESTIMATES - 25 FEBRUARY 2014

IMMIGRATION AND BORDER PROTECTION PORTFOLIO

(AE14/432) PROGRAMME – Internal Product

Senator Ludwig (Written) asked:

How much has been spent on government advertising (including job ads) since 7 September 2013?

- List each item of expenditure and cost
- List the approving officer for each item
- Detail the outlets that were paid for the advertising

Answer:

From 7 September 2013 to 25 February 2014 the portfolio spent \$6 065 035.07 on government advertising.

Domestic advertising

Description	Supplier	Expenditure (GST excl) \$
Customs Watch - Magazine advertising	Marine Rescue NSW	\$ 3,818.18
Recruitment advertising/public notices	Adcorp Pty Ltd	\$ 42,295.86
Compliance status resolution campaign	Mediabrand Australia Pty Ltd	\$ 70,388.96
Live the life Australia' skilled migration social media campaign	Mediabrand Australia Pty Ltd	\$ 60,445.81
Total		\$106,559.85

Offshore advertising

Description	Supplier	Expenditure (GST Excl) \$
Anti-people smuggling communication campaign - Online advertising	Universal McCann	\$1,140,855.90
Anti-people smuggling communication campaign - Public information campaign in Sri Lanka	TBWA/Thompson Associates	\$1,065,843.38
Anti-people smuggling communication campaign - Public information campaign in the Middle East	STATT Consulting	\$3,027,021.00
Anti-people smuggling communication campaign - Press ads in national newspapers for 4 weeks	Pakistan press ads (local supplier paid by Department of Foreign Affairs and Trade and costs on-charged to ACBPS)	\$60,525.55
Anti-people smuggling communication campaign - Public information campaign in Indonesia	Leo Burnett Indonesia	\$591,671.80
Anti-people smuggling communication campaign - Radio ads broadcast in southern India for 2 weeks	India radio advertising (local supplier paid by Department of Foreign Affairs and Trade and costs on-charged to ACBPS)	\$9,781.24
Anti-people smuggling communication campaign - Press ads in national newspapers for 8 weeks	Vietnam press ads (local supplier paid by Department of Foreign Affairs and Trade and costs on-charged to ACBPS)	\$11,005.61
Anti-people smuggling communication campaign - Banners displayed at Embassy and Airport and leaflets disseminated in Kuala Lumpur area for 4 weeks	Malaysia banners and leaflet distribution (local supplier paid by Department of Foreign Affairs and Trade and costs journalled to ACBPS)	\$6,009.70
Anti-people smuggling communication campaign - Leaflets disseminated at airports and Thai Immigration Bureau	Thailand leaflet distribution (local supplier paid by Department of Foreign Affairs and Trade and costs on-charged to ACBPS)	\$12,000.00
Anti-people smuggling communication campaign - Translation of advertising material	LOTE Marketing	\$33,761.04
Total		\$5,958,475.22

(b) 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 *Financial Management Act 1997* and the Commonwealth Government's guidelines outlined by the Department of Finance.

(c) Please refer to the answer for part (a).