

**Foreign Affairs, Defence and Trade**  
Budget Estimates 2019 - 2020

**QUESTION ON NOTICE/ Written**

**Topic: Government Advertising**

**Senator Alex Gallacher**

**Question**

Revised table of international development assistance spending by region, and where appropriate, country.

**Answer**

This table will be provided to the committee separately by Chief Finance Officer Paul Wood as per normal practice.

**Question**

Department's total expenditure on advertising and information campaigns in the 2018-19 financial year.

An itemised list of all advertising and information campaigns run by the Department for the 2018-19 financial year, and the funds attributed to each campaign.

**Answer**

Expenditure on advertising and information campaigns is \$519,136 in the 2018-19 financial year for the period 1 July 2018 to 31 March 2018. Included in this amount was \$390,134 relating to the Smartraveller campaign.

**Question**

Detailed information about the advertising and information campaigns the department has planned for the rest of the 2018-19 financial year, including the content of those campaigns, estimated expenditure and details on ad-buys and placements.

**Answer**

The department is currently developing the next three year phase (phase V) of the Smartraveller advertising campaign with the aim of launching in October 2019.

The department placed advertising in the last peak holiday preparation period October-December 2018:

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- using the existing advertisements from phase IV while new creative material is being developed;
- using a mix of digital, on-line video, print, social media and mobile advertisements; and
- content for non-English speaking communities – Chinese, Vietnamese, Arabic, Thai, and Indonesian

Estimated planned expenditure for the rest of the 2018-19 financial year includes:

- a commitment of \$600,000 to contribute to the redesign and redevelopment of the new Smartraveller website including rewriting all content.
- \$50,000 to support important partnerships with the outbound travel and insurance industry sectors to amplify safe travel messages
- pitch and concept development fees up to \$70,000 and
- concept testing up to \$189,000.

**Question**

An itemised list of all Austender Contract Notice numbers for all advertising and information campaign contracts in the 2018-19 financial year.

**Answer**

Austender Contract information is publicly available on AusTender at [www.tenders.gov.au](http://www.tenders.gov.au).