



LEGISLATIVE ASSEMBLY FOR THE AUSTRALIAN CAPITAL TERRITORY

SELECT COMMITTEE ON ESTIMATES 2023-2024

Mr Mark Parton MLA (Chair), Ms Jo Clay MLA (Deputy Chair),
Mr Michael Pettersson MLA

ANSWER TO QUESTION ON NOTICE

Elizabeth Kikkert MLA : To ask the Chief Minister

Ref: CMTEDD Output 1.2, 'Coordinated Communications and Community Engagement

Hearing Date: 27/7/2023

In relation to: Online Advertising

(1) How much was spent on budget related advertising on online platforms (e.g. Facebook, Instagram, Canberra Times) between 01 January 2023 – 01 August 2023?

(a) Can the Minister break this spending down by platform?

Andrew Barr MLA: The answer to the Member's question is as follows: –

\$13,358 (ex GST) was spent on online advertising informing Canberrans about funding delivered through the 2023-24 ACT Budget.

This included:

- \$4,150 – social media
- \$9,208 – digital display and google search

Approved for circulation to the Select Committee on Estimates 2023-2024

Signature: 

Date: 11.8.23

By the Chief Minister, Andrew Barr MLA