

Item 11**Supplementary Answers to Previous Questions**

Supplementary Answers to Questions on Notice are as follows:

Question on Notice – Council 9 March 2020**City Advertising**

5. By Councillor Scott

Question

1. Detail the City of Sydney's total advertising spend on print media, separated by publication for the following years
 - (a) 2019
 - (b) 2018
 - (c) 2017
 - (d) 2016
2. Detail the City of Sydney's total advertising spend on online media, separated by publication for the following years
 - (a) 2019
 - (b) 2018
 - (c) 2017
 - (d) 2016
3. Who is delegated to approve expenditure on advertising?

S129275

Answer by the Chief Executive Officer

This information will take some time to compile. A CEO Update will be provided to Councillors when the information is available.

Supplementary Answer

Advertising is purchased across a range of business units at the City, mostly for statutory advertising obligations. These include items such as development applications, recruitment of senior positions and regulatory requirements for advertising such as the annual publication of Council meeting dates.

Advertising expenditure is approved across the relevant business units, according to the register of delegations.

The City's total advertising spend on print media, by publication for the years 2019, 2018, 2017 and 2016 is below.

Publication	Calendar Year			
	2016	2017	2018	2019
AdNews	\$2,971.82	\$2,975.00	\$2,997.00	\$3,720.00
AFR	\$23,913.67	\$50,326.48	\$54,529.09	\$7,493.22
Australian Chinese Daily	\$870.00			
Brisbane Courier Mail	\$3,588.18			
Central Courier	\$208,235.92	\$192,141.70	\$160,854.56	\$61,115.85
Chieu Duong-Sunrise Daily	\$1,372.73	\$1,375.45	\$1,375.50	
City Hub	\$20,765.43	\$16,541.44	\$9,900.19	\$4,206.36
Daily Telegraph	\$88,698.78	\$72,502.78	\$79,946.85	\$102,045.89
Epoch Times	\$913.00	\$913.00	\$913.00	\$915.00
Government Gazette	\$152.73		\$112.00	
Hanho Korean Daily	\$1,681.00	\$1,563.00	\$1,563.00	\$3,126.36
Inner West Courier	\$112,796.55	\$105,422.12	\$79,821.03	\$58,185.77
Koori Mail	\$4,147.20	\$1,357.00	\$3,034.71	
LOTL	\$2,612.73	\$873.00		
Melbourne Age	\$2,486.75			\$1,092.89
NSW Government Gazette		\$315.84	\$811.82	
Ruam Thai	\$1,000.00	\$1,003.00	\$1,003.00	\$2,006.36
Sing Tao		\$1,499.09	\$2,998.18	\$1,499.09
Southern Courier	\$49,139.91	\$54,597.85	\$36,135.28	\$6,978.18
Sunrise Daily				\$2,750.91
Star Observer	\$5,683.00	\$2,563.00		
SX Magazine	\$5,363.00	\$1,926.00		
Sun Herald			\$18,232.03	
Sunday Telegraph			\$27,932.16	

Sydney Morning Herald	\$710,775.81	\$553,135.28	\$524,309.38	\$637,261.33
The Australian	\$60,714.75	\$6,766.56	\$6,805.24	\$11,248.00
The Grafton Examiner	\$1,198.50			
The Senior	\$550.00			
The South Sydney Herald	\$1,320.00	\$463.00	\$963.00	
Wentworth Courier	\$185,037.40	\$149,032.43	\$117,591.15	\$96,224.35

TOTAL per year

(ex gst) \$1,495,988.84 \$1,217,293.02 \$1,131,828.18 \$999,869.56

The City's online media is purchased using programmatic targeting. Using a variety of methods including contextual targeting, keyword targeting, audience targeting, geo-targeting and retargeting, ads are served across a wide range of channels.

The City's on online media expenditure is outlined for the years 2019, 2018, 2017 and 2016 below.

ONLINE	2016	2017	2018	2019
Google	\$82,671	\$81,845	\$96,252	\$63,798
Facebook	\$170,180	\$201,762	\$167,171	\$137,172
Display advertising	\$158,927	\$10,825	\$12,942	\$47,260
Niche publications	\$0	\$0	\$10,045	\$21,818
Online job boards	\$96,783	\$96,444	\$137,893	\$102,283