



Canberra Office
ABS House
45 Benjamin Way
Belconnen ACT 2617
Phone 1300 135 070

Locked Bag 10
Belconnen ACT 2616
www.abs.gov.au
ABN 26 331 428 522

FOI Ref: 201718/24

Henare Degan

Email: foi+request-4200-58648c2b@righttoknow.org.au

Dear Ms Degan

RE: YOUR FREEDOM OF INFORMATION REQUEST

I refer to your email of 11 November 2017 (**Attachment A**), in which you sought access to the following information under the *Freedom of Information Act 1982* (FOI Act), regarding:

- *"documents that show how much the ABS has spent on Twitter advertising in the last 12 months, including invoices, payment summaries, or the like."*

Response to Your Request

I am an authorised decision maker under section 23 of the FOI Act.

The ABS has conducted an exhaustive search for documents relating to your request. I am now able to notify you that three documents exist pertaining to your request. I have decided to grant access in part to all three documents. I have provided the documents relevant to your FOI request at **Attachment B**.

Decision and Reasons for Decision

I have taken the following into account in making my decision:

- your email of 11 November 2017;
- the content of the documents that fall in scope of your request;
- the views of the document authors, third parties consulted and other relevant facts;
- the relevant provisions of the FOI Act, specifically section 15AA, 22 and 27; and
- the guidelines issued by the Australian Information Commissioner under section 93A of the FOI Act.

Section 22 – irrelevant to request

I have identified that all three documents contain information that is irrelevant or out of scope of your request, such as details on unrelated expenditure. On that basis, I have therefore decided to not disclose this information.

Charges

There is no charge for this request.

Internal Review of the Decision

Section 54 of the FOI Act gives you the right to apply for an internal review of the decision by the ABS. Additionally, you may request a review of this decision by the Information Commissioner. Details of both procedures are set out at **Attachment C**.

If you have any queries on this matter please contact the ABS FOI Contact Officer at freedomofinformation@abs.gov.au or on (02) 6252 7203.

Yours sincerely



Kerry Markoulli
Program Manager
Risk, Planning and Policy Branch
Australian Bureau of Statistics

24 January 2018

Basics

Henare Degan
 <foi+request-4200-58648c2b@righttoknow.org.au>

11/11/2017 10:37 PM

Send	To FOI requests at ABS <freedomofinformation@abs.gov.au>, cc bcc
Subject	Freedom of Information request - Cost of Twitter advertising in 2017 📎
Protective Mark	DOCUMENT NOT YET CLASSIFIED
Categories	Freedom of Information\Requests\Valid\2017\18

Dear Australian Bureau of Statistics,

I'd like to know how much ABS has spent on Twitter advertising in the last 12 months. Can you please send me any documents that show this figure, including invoices, payment summaries, or the like?

Many thanks,

Henare

 Please use this email address for all replies to this request:
 foi+request-4200-58648c2b@righttoknow.org.au

Is freedomofinformation@abs.gov.au the wrong address for Freedom of Information requests to Australian Bureau of Statistics? If so, please contact us using this form:
https://www.righttoknow.org.au/change_request/new?body=abs

This request has been made by an individual using Right to Know. This message and any reply that you make will be published on the internet. More information on how Right to Know works can be found at:
<https://www.righttoknow.org.au/help/officers>

If you find this service useful as an FOI officer, please ask your web manager to link to us from your organisation's FOI page.

MEDIA	DESCRIPTION	TOTAL
22		
22		
22		
22		
22		
22		
22		
Social - Commissionable		
Social - Non-Commissionable		22
22		
22		
22		
22		
22		
22		
22		
22		
22		
22		
22		
22		
22		
22		
22		
22		
22		
GROSS MEDIA EXPENDITURE		22
22		
22		22
22		22
22		
Plus: Optional Advertising Service Charges		
22		
22		
22		
22		
22		
22		
22		
22		
22		
Social Media Services		
22		
22		
22		



FY 1718 Social

Entity / Organisation: *

Campaign: *

Target Audience (Planning): *

Target Audience (Buying): *

Plan No./Date: *
Replaces Plan No./Date: *
Schedule Code *

CONCEPT APPROVED BOOKED

[illegible]

Please note all rates quoted are to be used for planning purposes only and will be confirmed at time of booking
Placement of booking subject to availability

Document 2 – System Extract of Twitter Spending

<input type="checkbox"/> Name	Status	Campaign start	Campaign end	22	Spend	22
Summary for 9 items	—	—	—		A\$7,962.54	
<input type="checkbox"/> 0765BF Post release 1 Awareness	● Expired	Nov 6, 2017 10:39 AM	Nov 12, 2017 11:59 PM		A\$983.65	
<input type="checkbox"/> 0765BF Release Millennials Awareness	● Expired	Oct 23, 2017 5:43 PM	Nov 6, 2017 11:59 PM		A\$1,992.66	
<input type="checkbox"/> 0765BF Release Indigenous Awareness	● Expired	Oct 23, 2017 5:31 PM	Nov 6, 2017 11:59 PM		A\$1,992.39	
<input type="checkbox"/> 0765BF Webinar Seminar Awareness	● Expired	Oct 17, 2017 11:39 AM	Oct 23, 2017 11:59 PM		A\$999.75	
<input type="checkbox"/> 0765BF Pre-Release Awareness	● Expired	Oct 16, 2017 12:30 PM	Oct 22, 2017 11:59 PM		A\$1,994.10	

CLIENT EXPENDITURE REPORT

Selection Criteria

Date Range: From Sun 13 August 2017 To Sat 30 December 2017

22

Schedule Selection

Agency	22	dentsu X Australia Pty Ltd
Branch		FG - Non Corporate Entities
Master Client		Treasury
Client		Aust Bureau of Statistics
Master Product		Marriage Law Postal Survey Cam
Product		
Campaign		
Schedule		

Medium Selection

Master Media Type		
Media Type		
Media Sub Type		
Master Network	22	Twitter
Network		
Country		
State		
Market Type		
Market		
Medium		
Packages		

Category Selection

Paid Spot Type
Bonus Spot Type

CLIENT EXPENDITURE REPORT

Financial Spots Only, Invoiced and Uninvoiced, Campaign And Non Campaign Bookings
Total

Monthly	Aug 2017	Sep 2017	Oct 2017	Nov 2017	Dec 2017	
Aust Bureau of Statistics						
Marriage Law Postal Survey Cam						
Marriage Law Postal Survey		59792.96	90207.04			150000.00
MLS Social	79171.91					79171.91
Total Marriage Law Postal Survey Cam	79171.91	59792.96	90207.04	0.00	0.00	229171.91

22

INFORMATION ON RIGHTS OF REVIEW

1. APPLICATION FOR INTERNAL REVIEW OF DECISION

If you disagree with our decision you have the right to apply for an internal review under section 54 of the FOI Act.

Application for a review of the decision must be made within 30 days of receipt of this letter.

No particular form is required but it would assist the decision-maker were you to set out in the application the grounds on which you consider that the decision should be reviewed.

Application for a review of the decision should be addressed to:

ABS FOI Contact Officer
Policy and Legislation Section
Australian Bureau of Statistics
Locked Bag 10
BELCONNEN ACT 2617

OR

2. APPLICATION TO AUSTRALIAN INFORMATION COMMISSIONER (INFORMATION COMMISSIONER) FOR REVIEW OF DECISION

Section 54L of the Act gives you the right to seek a review of the decision from the Information Commissioner. An application for review must be made within 60 days of receiving the decision.

Applications for review must be in writing and must:

- give details of how notices must be sent to you; and
- include a copy of the notice of decision.

You should send your application for review to:

The Information Commissioner
Office of the Information Commissioner
GPO Box 5218
SYDNEY NSW 2001

AND/OR

3. COMPLAINTS TO THE INFORMATION COMMISSIONER

Section 70 of the Act provides that a person may complain to the Information Commissioner about action taken by an agency in the exercise of powers or the performance of functions under the Act.

A complaint to the Information Commissioner must be in writing and identify the agency the complaint is about. It should be directed to the following address:

The Information Commissioner
Office of the Information Commissioner
GPO Box 5218
SYDNEY NSW 2001

The Information Commissioner may decline to investigate the complaint in a number of circumstances, including that you did not exercise your right to ask the agency, the Information Commissioner, a court or tribunal to review the decision.