

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

Additional Estimates 2010-2011, 23 February 2011

Question: E11-114

OUTCOME 0: Whole of Portfolio

Topic: HEALTH REFORM

Written Question on Notice

Senator Fierravanti-Wells asked:

Almost \$12.7 million was spent on promoting the former health plan. TV commercials claimed Mr Rudd's 'health reform' was 'delivering the most significant improvement to our health system since the introduction of Medicare'. Yet the Prime Minister said that no deal had been reached.

- a) Can you explain why taxpayer's money was used in an advertising campaign that the Prime Minister said was incorrect?
- b) Is this good use of taxpayer's money?

Answer:

- a) The campaign was factually correct, at the time of production and screening.
- b) This campaign was assessed by the Independent Communications Committee as complying with the Australian Government's *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies* (the Guidelines).