

Senate Standing Committee on Community Affairs

BUDGET ESTIMATES - 2 JUNE 2011 ANSWER TO QUESTION ON NOTICE

Human Services Portfolio

Topic: Advertising Costs

Question reference number: HS 7

Senator: Fifield

Type of question: Hansard pages 69-70

Date set by the committee for the return of answer: 22 July 2011

Number of pages: 1

Question:

- a) **Senator FIFIELD:** What is DHS's advertising expenditure year to date?

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Senator FIFIELD: Do you have the figures for the previous financial year as well?

Ms Bennett: I do not have them with me.

Senator FIFIELD: Can you take those on notice, and for the year before that as well?

Ms Bennett: Can I clarify that? Is that for 2008-09 and 2009-10?

Senator FIFIELD: That is correct. You have just given me 2010-11.

Ms Bennett: Up to date?

Senator FIFIELD: Yes, to today. Does the DHS itself, as opposed to those entities, have any advertising expenditure?

Ms Bennett: My understanding is—and I can confirm this—that for this financial year DHS did not conduct any of those activities, but I did explain that the advertising of recruitment was covered within Centrelink for this transition year to date.

- b) **Senator FIFIELD:** Can you also take on notice a breakdown of those costs that you gave me for the different elements of the program?

Ms Bennett: The nature of them?

Ms Campbell: Such as recruitment?

Senator FIFIELD: Yes.

Answer:

- a) Information for previous financial years is available in Annual Reports for the Department of Human Services, Centrelink and Medicare Australia.

As part of the Annual Report process, a breakdown of 2010-11 advertising elements across the portfolio will be ready by the end of July 2011. To pre-empt this process would be resource intensive.

However, the year-to-date spend as at 28 June 2011 was \$1,527,487.93 for Centrelink, \$381,275.72 for Medicare Australia and \$205,110.61 for DHS/CSA. The grand total to date is \$2,113,874.00.

- b) Information for previous financial years is available in Annual Reports for the Department of Human Services, Centrelink and Medicare Australia.