

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH PORTFOLIO

Supplementary Budget Estimates 2014 - 2015, 22 October 2014

Ref No: SQ14-001362

OUTCOME: 0 - Whole of Portfolio

Topic: Government Advertising

Type of Question: Written Question on Notice

Senator: Ludwig, Joe

Question:

1. Since Budget Estimates in June, 2014 how much has been spent on government advertising (including job ads)?
 - a) List each item of expenditure and cost.
 - b) List the approving officer for each item.
 - c) Detail the outlets that were paid for the advertising.
2. What government advertising is planned for the rest of the financial year?
 - a) List the total expected cost.
 - b) List each item of expenditure and cost.
 - c) List the approving officer for each item
3. Detail the outlets that have been or will be paid for the advertising.

Answer:

1. During the period 1 June – 30 September 2014, a total of \$4,699,580 (GST exclusive) was spent on government advertising.
 - a) The majority, \$4,598,652 (GST exclusive), was for the National Tobacco Campaign – More Targeted Approach.
 - b) The Assistant Minister for Health approved the National Tobacco Campaign – More Targeted Approach campaign.
 - c) Given the number of individual advertisements placed with numerous media outlets, the level of detail sought would involve an unreasonable diversion of departmental resources.
2. No activity is currently planned.
 - a) to c)
Not applicable.
3. Not applicable.