

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
ADDITIONAL ESTIMATES 2014-15

Finance Portfolio

Department/Agency: Department of Finance

Outcome/Program: 1/1.1

Topic: Advertising campaigns above \$250,000 threshold

Senator: Ludwig

Question reference number: F23

Type of question: Hansard, F&PA Committee, Page 92, 24 February 2015

Date set by the committee for the return of answer: Friday, 10 April 2015

Number of pages: 1

Question:

Senator LUDWIG: ... What I was trying to identify was whether there were any campaigns with a threshold above \$250,000 that had not been assessed under the short-term guidelines? I am happy for you to take that on notice.

Senator Ronaldson: I am sure there is not but we will take it on notice.

Senator LUDWIG: I would assume the answer is that they all have but it is worth asking the question.

Senator Ronaldson: I understand and I am pretty confident that the answer to your question is as you thought it was, but we will take it on notice.

Ms Halton: That is our belief. We will confirm it.

Answer:

There was one campaign undertaken in the period covered by the *Short-term Interim Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies* that was not submitted to the Special Minister of State (SMOS) for endorsement. This was the Australian Electoral Commission's (AEC) advertising campaign relating to the Western Australia Senate Election.

Under successive Governments, the AEC has not been subject to the requirement to seek ministerial approval of its information and advertising campaigns relating to Federal elections, by-elections and referenda.