

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
BUDGET ESTIMATES 2015–16

Finance Portfolio
27-28 May 2015

Department/Agency: Department of Finance
Outcome/Program: 2/2.5
Topic: Advertising campaigns currently in the media

Senator: Ludwig

Question reference number: F60

Type of question: Hansard, F&PA Committee, Page 69, 28 May 2015

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

Number of pages: 1

Question:

Senator LUDWIG: And then—I may have asked this in a roundabout sort of way, but I am happy for you to take it on notice—how many campaigns are currently underway? So the total number of campaigns.

Senator Ronaldson: Until a campaign is launched, there is never discussion at estimates about—

Senator LUDWIG: No, those that are—

Mr Smyth: The ones that are currently in the media?

Senator LUDWIG: Yes.

Mr Smyth: There are currently 10 advertising campaigns by non-corporate Commonwealth entities that are running in the media.

Senator LUDWIG: All right. I am happy for you to give me a list of those on notice, thank you.

Answer:

During the week commencing 24 May 2015, there were ten advertising campaigns above the \$250,000 threshold by non-corporate Commonwealth entities running in the media:

- Australian Cybercrime Online Reporting Network (Attorney-General's Department);
- No Way – Offshore (Australian Customs and Border Protection Service);
- MoneySmart (Australian Securities and Investments Commission);
- Defence Force Recruiting (Department of Defence);
- BreastScreen Australia (Department of Health);
- National Bowel Cancer Screening Program (Department of Health);
- National Drugs – Ice (Department of Health);
- No Way – Onshore (Department of Immigration and Border Protection);
- Aged Pension and Pensioner Concessions (Department of Social Services); and
- Intergenerational Report (Phase 2) (Department of the Treasury).