



SENATOR THE HON SCOTT RYAN
Special Minister of State
Minister Assisting the Cabinet Secretary
Senator for Victoria

REF: MS16-001470

Senator James Patterson
Chair
Senate Finance and Public Administration Legislation Committee
PO Box 6100
Parliament House
Canberra ACT 2600

Dear Senator Patterson,

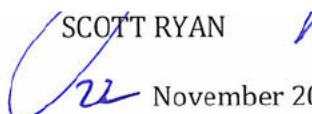
I write to provide further information to the Committee, following the Supplementary Budget Estimates hearing on 18 October 2016, where I was asked about the largest Government advertising campaigns that ran during 2015-16.

During my oral evidence to the Committee, I advised that I would provide further information on notice, if required.

For the benefit of the Committee, I wish to confirm that in terms of media expenditure by non-corporate Commonwealth entities during 2015-16, the four largest advertising campaigns were as follows:

Entity	Campaign	Media expenditure (\$ million)
Australian Electoral Commission	2016 Federal Election / Senate election reform	43.3
Department of Defence	Defence Force Recruiting	31.4
Department of Industry, Innovation and Science	National Innovation and Science Agenda	14.9
Department of Social Services	National Campaign to Reduce Violence Against Women and their Children	10.1

Yours sincerely

 SCOTT RYAN
November 2016