

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates 14 – 15 February 2007

Question: aet 47

Topic: Advertising Campaigns

Hansard Page: Written

Senator WONG asked:

- (1) What sum was spent on each of the active advertising campaigns for each department and agency in the Minister's portfolio?
- (2) In attachment A – a list of active campaigns that were tabled in on 30 October 2006 at Senate Estimates, what were the actual costs for those which have been completed as relevant to each department and agency in the Minister's portfolio?
- (3) At the Budget Estimates in May 2006, the Budget Papers listed the following Pending Campaigns (from Budget Papers: period up to 4 years)

Campaign	\$M
Smart Card	47.3
Child Support Reform	36.1
Promote Private Health Cover	52.1
Medicare direct mail	17.5
New family law arrangements	19.9
Independent contractors	<15
Pensions real estate/assets test (at least, over 2 years)	5.9
Smart Traveller	13.1
Alcohol abuse	25.2
Citizenship	4
Disease risk factors	
Child care rebate	
Family Law arrangements	
Illicit drugs and mental illness	
Living in Harmony Initiative	

- (4) For those campaigns which are relevant to each department and agency in the Minister's portfolio, what is the:
 - (a) planning progress for campaigns;
 - (b) likely start dates; and
 - (c) media spend.

Answer:

- (1) Financial Literacy Campaign - \$12,794,450 (GST exclusive) (estimate).
- (2) Refer to (1) above.
- (3) & (4) Not Applicable.