

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates 14 – 15 February 2007

Question: aet 78 (ABS)

Topic: Campaigns Advertising - cost, frequency & type

Hansard Page: Written

Senator WONG asked:

For Campaign Advertising in each department and agency in the Minister's portfolio, what is the:

- (a) cost;
- (b) frequency; and
- (c) type/medium (e.g. print, television, radio) of campaign advertising for this financial year?

Can this information be provided on a monthly basis for the financial year?

Answer:

The following information relates to the 2006 Census of Population and Housing.

- (a) \$5,596,846 (spanning both 2004-05 and 2005-06).
- (b) Every five years.
- (c) Print; television; and radio.
- (d) Yes. Payments made are as follows:

Year 2005-06

July - 2,260.00

March - 16,264.00

April - \$559,097.00

June - \$37,375.00

Year 2006-07

August - \$181,860.00

September - \$4,032,434.00