

Senate Economics Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates 14 – 15 February 2007

Question: AET 83

Topic: Advertising Campaigns - 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:

Tax Office advertising to promote the 30% child care tax rebate in the 2006-07 financial year included targeted magazine advertising from the period 1 July 2006 through to 31 October 2006. Costs for this advertising were \$49,356 and were expended in May 2006 (during the 2005-06 financial year).