

Senate Standing Committee on Economics
ANSWERS TO QUESTIONS ON NOTICE
Industry, Innovation, Science, Research and Tertiary Education Portfolio
Additional Estimates Hearing 2011-12
15 February 2012

AGENCY/DEPARTMENT: DEPARTMENT OF INDUSTRY, INNOVATION, SCIENCE, RESEARCH AND TERTIARY EDUCATION

TOPIC: BI-46 – Advertising Expenditure

REFERENCE: Question on Notice (Hansard, 15 February 2012, page 42)

QUESTION No.: AI-215

Senator RYAN: I would appreciate an explanation as to how that amount of money was spent advertising a program after its closure, because I would assume that, with your deep involvement with this sector, the department might be able to communicate with potential applicants in different ways, other than through advertising.

Ms Butler: I will take it on notice and get back to you.

Senator RYAN: Can you take that on notice and also get me copies of some of the advertisements that that money was spent with?

Ms Butler: We will get straight on to it and, if we can do it in this session, we will bring you those.

ANSWER

The Green Car Innovation Fund advertising expenditure of \$57,043.74 referred to by Senator Ryan occurred during the period 1 February 2010 to 31 May 2010, before the closure of the program. An example advertisement from this period is provided at Attachment A. The advertisement appeared in *The Australian* on 17 April 2010.