

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Budget Estimates

1 June – 3 June 2010

Question: BET 155

Topic: Government Advertising (ACCC)

Hansard Page: Written

Senator Barnett asked:

1. What communications programs has the Department/Agency undertaken since additional estimates and what communications programs are planned to be undertaken?

(by 'communications program' it is meant communication of a government message to the public – possibly by advertising (print, television etc), possibly through the erection of signs, plaques etc, or through other mediums. The recent (current) Government TV advertising campaign on health reform and specific health initiatives are examples, BER signage is an example, advertising on the Government's proposed new tax system would be another example.)

- a) For each program, what is the total spend?

A breakdown of how much was spent/is planned to be spent on each program/initiative should be provided.

Answer:

The ACCC has not undertaken any communications programs related to the communication of a government message since additional estimates.