

**SENATE STANDING COMMITTEE ON ECONOMICS QUESTION**  
**(Supplementary Budget Estimates 20 October – 21 October)**

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Question: SBT 123

Topic: Advertising and Marketing

Senator Bushby asked:

How much has the Department and portfolio agencies spent on advertising and marketing since Budget Estimates?

Could the Department provide a complete list of current contracts. Please indicate the rationale for each service provided and its intended use.

What communications programs has the Department and portfolio agencies undertaken since additional estimates and what communications programs are planned to be undertaken? For each program, what is the total spend?

Answer:

Since Budget Estimates, the ACCC has not undertaken any advertising or marketing of a government program or initiative, or undertaken a communications programs related to the communication of a government message.