

**Senate Standing Committee on Economics**

**ANSWERS TO QUESTIONS ON NOTICE**

**Treasury Portfolio**

Supplementary Budget Estimates

20 – 21 October 2010

**Question: SBT 44**

**Topic: Advertising and Marketing**

Senator Bushby asked:

1. How much has the Department and portfolio agencies spent on advertising and marketing since Budget Estimates?
2. Could the Department provide a complete list of current contracts. Please indicate the rationale for each service provided and its intended use.
3. 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:**

The Treasury has administered two communication campaigns in the identified period.

Expenditure for the Tax Reform communication campaign is outlined in the Department of Finance and Deregulation's Campaign Advertising Full Year Report 2009-10.

The Government has also provided \$8.6 million in 2010-11 to the Department of the Treasury to inform the community about the eligibility for the Education Tax Refund program. Please refer to the Mid Year Economic and Fiscal Outlook 2010-11 for more information. As at 21 October 2010, there had been no expenditure against this allocation.