

Senate Finance and Public Administration Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Prime Minister and Cabinet Portfolio

Department of the Prime Minister and Cabinet

Additional Estimates Hearings 2003-2004, 16 February 2004

Question: PM 33

Outcome 1, Output 4.4.

Topic: Advertising – Smart Traveller Campaign.

Hansard Page: F&PA 111

Senator Faulkner asked: What is the timeframe for the Smart Traveller Campaign?

Answer: The campaign commenced on 7 September 2003 and is approved to run until 20 June 2004. It is anticipated that there may be further flights of advertising over the next two years.