

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 55

Outcome 1, Output 4.4

Topic: Advertising Campaigns

Direct on Notice

Senator Faulkner asked:

- 1. Are there any advertising campaigns being prepared on behalf of Treasury or the Australian Taxation Office, other than the superannuation co-contribution campaign.**
- 2. If there are, detail the nature, cost and planned timing of the campaigns, along with the chosen advertising company and research companies.**
- 3. Is the Illegal immigration hotline advertising campaign a press based campaign only. What is the full cost of the press advertisements and placements? Are there planned advertisements for TV and Radio? If so, what are the costs?**
- 4. What is the planned public timing of:**
 - (a) The Environment Resource Management campaign**
 - (b) The Regional Telecommunications campaign**
 - (c) Travel Smart campaign**
 - (d) Citizenship**
 - (e) Any further security campaign**
 - (f) People trafficking campaign?**

Answer:

- 1. The Government Communications Unit is not aware of any other campaigns being proposed by The Treasury or the Australian Taxation Office.**
- 2. Not Applicable.**
- 3. This is non-campaign advertising being run by the Department of Immigration and Multicultural and Indigenous Affairs. The Department has advised the following in response to the question:**
 - 3.1 – Yes**
 - 3.2 - \$80,000.**
 - 3.3 – No.**

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3.4 - Not Applicable.

4.

- (a) A media plan has not been approved for the Environment and Resource Management campaign.
- (b) A media plan has not been approved for the Regional Telecommunications campaign.
- (c) The Smart Traveller 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.
- (d) The Government Communications Unit is not aware of the timing of any further advertising proposed for the Citizenship campaign.
- (e) The Government Communications Unit is not aware of the timing of any further advertising proposed for the National Security campaign.
- (f) A possible campaign on People Trafficking has been foreshadowed for an unspecified time in 2004-2005.