

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 60

Outcome 1, Output 4.4.

Topic: Advertising – Citizenship campaign

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Senator Faulkner asked: What has been spent of the \$6.3 million budgeted for the citizenship campaign?

Answer: The \$6.3 million reflects the original budget allocation for all communication-related aspects over the life of the campaign. The GCU only maintains records of actual media expenditure. Media expenditure over the life of the campaign has been:

2001 \$3,535,154

2002 \$1,201,942

2003 \$1,032,075

Total \$5,769,171