

Standing Committee on Finance and Public Administration

ANSWER TO QUESTION ON NOTICE

Finance and Administration Portfolio

Australian Electoral Commission

Additional Estimates Hearing – 13 February 2007

Question: F21

Outcome 2, Output 2.1.4

Topic: Cost of Advertising Initiatives

Hansard Page: F&PA 98

Senator Faulkner asked:

Mr Pickering—The update that I will provide you with will just outline the different areas that the strategy encompasses. I will give you a status report from that question on notice. As far as the advertising goes, our television advertisements are now in pre-production, so they should be ready in April this year. Our on-air advertising is dependent on several factors but we are expecting completion in May 2007. We are also planning to do a second wave of enrolment advertising closer to the election. That is on the advertising front.

Senator FAULKNER—Do you have a dollar figure on those three initiatives?

Mr Pickering—I do not have one here. I can take that on notice.

Senator FAULKNER—Thank you.

Mr Pickering—The reason I cannot give you those costing figures right now is that we are still talking with our media buyers on the placement of the ads. The timing and dates that we propose for the advertisements affect the costs and overall spend on that particular area.

Senator FAULKNER—I asked you to take that on notice, but I appreciate, in relation to that question, that there will be a time delay in response.

Answer:

The full cost of the Australian Electoral Commission's (AEC) advertising initiatives is not yet known as elements of the advertising are still under development and media plans are still being considered.

Final figures for the AEC's advertising initiatives will be provided to the committee when they become available.