

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: F36

Outcome 2, Output 2.1.3

Topic: Amount of money spent on seven items of electoral advertising and pamphlets.

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Senator Brown asked:

What was the amount of money? What was the gap between the total for the seven items and the amount declared by Willmac?

Mr Bodel—It added up to about half of the sum.

Senator BROWN—Can you give me the figures?

Mr Bodel—I will take it on notice and provide that to you.

Answer:

The total amount spent on the seven electoral advertisements and pamphlets by Willmac Enterprises was \$92,350.35. The total third party expenditure disclosed by Willmac Enterprises in its return for the 2004 federal election was \$370,461.

Five of the seven items were electoral advertisements. The amount spent on these items was \$57,436.35. The expenditure disclosed by Willmac Enterprises on electoral advertising was \$190,194.

The remaining two of the seven items were pamphlets. The amount spent on these items was \$34,914. The expenditure disclosed by Willmac Enterprises on campaign material requiring authorisation (which includes pamphlets) was \$59,600.

The balance of expenditure disclosed by Willmac Enterprises (\$120,667) was spent on direct mailing.