

**Senate Standing Committee on Finance and Public Administration**

**ANSWERS TO QUESTIONS ON NOTICE**

**Human Services Portfolio**

Additional Estimates 2006-2007, 13<sup>th</sup> and 16<sup>th</sup> February, 2007

**Question: HS56**

**Agency: CRS Australia**

**Outcome 1, Output 3**

**Topic: Advertising Campaigns**

**Hansard Page/Written Question on Notice: Written Question on Notice**

**SENATOR WONG** asked on 16/02/2007:

- (1) What sum was spent on each of the active advertising campaigns for each department and agency in the Minister's portfolio?
- (2) In attachment A – a list of active campaigns that were tabled in on 30 October 2006 at Senate Estimates, what were the actual costs for those which have been completed as relevant to each department and agency in the Minister's portfolio?
- (3) At the Budget Estimates in May 2006, the Budget Papers listed the following Pending Campaigns (from Budget Papers: period up to 4 years)

Campaign	\$M
Smart Card	47.3
Child Support Reform	36.1
Promote Private Health Cover	52.1
Medicare direct mail	17.5
New family law arrangements	19.9
Independent contractors	<15
Pensions real estate/assets test	5.9 (at least, over 2 years)
Smart Traveller	13.1
Alcohol abuse	25.2
Citizenship	4

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Disease risk factors	
Child care rebate	
Family Law arrangements	
Illicit drugs and mental illness	
Living in Harmony Initiative	

- (4) For those campaigns which are relevant to each department and agency in the Minister's portfolio, what is the:
- (a) planning progress for campaigns;
  - (b) likely start dates; and
  - (c) media spend.

**ANSWER:**

- (1) CRS Australia did not undertake any advertising campaigns from 1 July 2006 until 16 February 2007; therefore \$0 was spent on advertising campaigns for this time period.
- (2) Not applicable as CRS Australia is not listed within attachment A.
- (3) Not applicable as CRS Australia is not listed within the Pending Campaigns listed at the Budget Estimates in May 2006.
- (4) Not applicable as from the list of Pending Campaigns listed above, there are no campaigns relevant to CRS Australia.

To prepare this answer it has taken approximately 2 hours and 30 minutes at an estimated cost of \$151.