

**Senate Finance and Public Administration Legislation
Committee—Additional Budget Estimates February 2007**

Answers to Questions on Notice

**Parliamentary Portfolio, Department of Parliamentary
Services**

Answers to Questions on Notice

Topic: Advertising campaigns

Question P21

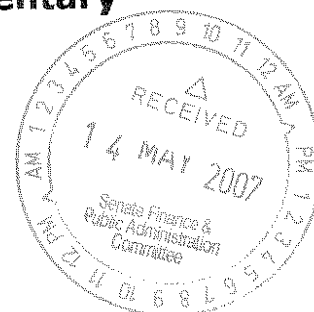
Senator Wong asked:

- 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
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 The Department of Parliamentary Services has not spent anything on advertising campaigns and has no plans to do so.
- 2 Refer to answer above.
- 3 Refer to answer above.
- 4 Refer to answer above.