

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 Budget Estimates Hearings 2006-2007, 12-15 February 2007

Question: PM 44

Topic: Campaign advertising

Direct on Notice:

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?

The answer to the honourable senator's questions is as follows:

There were no active advertising campaigns for the Department of the Prime Minister and Cabinet.

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?

The answer to the honourable senator's questions is as follows:

Not applicable for the Department of the Prime Minister and Cabinet.

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.

The answer to the honourable senator's questions is as follows:

Not applicable for the Department of the Prime Minister and Cabinet.