

**Standing Committee on Finance and Public Administration**

**ANSWER TO QUESTION ON NOTICE**

**Additional Budget Estimates Hearing – February 2009**

**Department of Finance and Deregulation**

**Finance and Deregulation Portfolio**

**Outcome 2, Output 2.3**

**Topic: Article in the *Launceston Examiner* and costs associated with the Economic Stimulus Package campaign.**

**Question reference number: F20**

**Type of Question: Hansard F&PA 36-37, 24 February 2009**

**Date set by the committee for the return of answer: 9 April 2009**

**Number of Pages: 3**

**Senator Ronaldson asked:**

I think I need to take it around to him personally to make absolutely sure that he gets it, after what happened over the last 24 hours. Can I ask you, please, about these advertising costs? Can you give the committee a breakdown of the costs in terms of media buy as in radio placements, newspaper and magazine placements, internet advertising and mail-outs?

**Mr Lewis**—We would need to take that on notice and provide the breakdown. We could provide you with the aggregate but the breakdown by media type we would need to take on notice.

...

**Senator RONALDSON**—And you will have details of what their costs are in relation to the placements?

**Mr Lewis**—We can provide details of that spread of media.

**Answer:**

The attached table provides a breakdown of media related costs for campaigns above the value of \$250,000 undertaken by *Financial Management and Accountability Act 1997* agencies that occurred in calendar year 2008. Questions regarding costs associated with mail-outs would need to be directed to the agency responsible for the campaign.

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Attachment

**MEDIA PLACEMENT EXPENDITURE ON CAMPAIGN ADVERTISING IN 2008 BY FMA ACT AGENCIES**

AGENCY	CAMPAIGN	MEDIA (\$m)							Electronic media
		Television	Press	Magazine	Radio	Digital	Other	TOTAL MEDIA SPEND	Month(s) appeared
Attorney General's Department	NATIONAL SECURITY	1.3	0.3	—	0.9	—	0.5	3.0	June,
Australian Customs Service	SMARTGATE	—	0.2	—	—	0.2	0.0	0.4	November
Australian Federal Police	MISSING PERSONS WEEK*	—	—	—	0.1	0.0	0.2	0.3	July-August
Australian Taxation Office	FIRST HOME SAVERS ACCOUNT	0.0	0.3	0.2	0.8	0.3	0.7	2.3	September-November
Department of Agriculture, Fisheries and Forestry	AUSTRALIAN QUARANTINE AND INSPECTION SERVICE	2.4	0.2	0.2	0.0	0.2	0.9	3.9	Mar - Jun, Sept - Dec
Department of Climate Change	CLIMATE CHANGE HOUSEHOLD ACTION	2.9	2.8	0.5	1.6	0.5	0.0	8.3	Jul - Aug, Nov
Department of Defence	DEFENCE FORCE RECRUITING	21.3	0.8	0.9	4.3	3.9	1.6	32.8	January-December
Department of Defence	DEFENCE FORCE RESERVIST*	—	0.2	0.9	—	0.1	—	1.2	May-June

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Department of Education, Employment and Workplace Relations	CHILD CARE TAX REBATE	—	1.4	0.4	—	0.2	—	2.0	June-July
Department of Education, Employment and Workplace Relations	STUDY IN AUSTRALIA*	—	—	—	—	0.6	—	0.6	March-May
Department of Families, Housing, Community Services and Indigenous Affairs	ECONOMIC SECURITY STRATEGY (Phase 1)	—	1.5	0.0	1.7	0.2	—	3.4	November-December
Department of Foreign Affairs and Trade	SMARTRAVELLER	1.4	0.3	0.3	0.0	0.6	—	2.6	June, Nov - Dec
Department of Health and Ageing	BINGE DRINKING	5.4	—	0.2	0.1	0.4	0.7	6.8	November-December
Department of Health and Ageing	AUSTRALIAN BETTER HEALTH INITIATIVE	4.2	0.1	0.4	0.8	0.6	1.2	7.3	October-December
Department of Health and Ageing	SKIN CANCER AWARENESS	4.1	—	0.5	0.8	0.8	1.2	7.4	Jan - Feb, Nov - Dec
Department of Human Services (Child Support Agency)	CHILD SUPPORT SCHEME*	—	1.5	0.3	1.1	0.1	—	3.0	May June

'Media spend' relates to the gross media cost of placing advertising in the media (it does not include production costs or consultant fees).

Notes:

- \* designates campaigns that were approved prior to the introduction of the Guidelines
- denotes no media was placed using this medium.
- 0.0 denotes media was placed in using this medium, however, less than \$50,000 was spent.