

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: Itemised breakdown of costs of each campaign conducted in 2008

Question reference number: F24

Type of Question: Hansard F&PA 39, 24 February 2009

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Number of Pages: 1

Senator Ronaldson asked:

Can you give me an itemised breakdown of each campaign in terms of creative agency cost; TV placement cost; print placement cost; radio placement cost; mail-outs, brochures and booklet costs, internet costs; public relations agency costs, including additional costs from the activities undertaken by those agencies or their agents; and, finally, market research agency costs?

Mr Grant—We cannot give you costs on market research, public relations and creative. Whether we can give you mail-out costs is a question as well. What we can give you is the media buy—that is, print media, radio, TV, online et cetera.

Answer:

The table attached to Question F20 provides a breakdown of media related costs for campaigns undertaken by *Financial Management and Accountability Act 1997* agencies that occurred in calendar year 2008 above the value of \$250,000. The Department of Finance and Deregulation does not hold information, at this time, on matters related to costs associated with: mail-outs; brochures and booklet costs; public relations agency costs, including additional costs from the activities undertaken by those agencies or their agents; and, market research agency costs. Agencies responsible for campaigns would have this information. The collation of this information would be an unreasonable diversion of the Department's resources.