

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
ADDITIONAL BUDGET ESTIMATES 2010-2011

Finance and Deregulation Portfolio

Department/Agency: Department of Finance and Deregulation
Outcome/Program 2/2.1
Topic: Health Reform advertising campaign

Senator: Senator Fierravanti-Wells

Question reference number: F4

Type of question: Hansard F&PA 18-19, 22 February 2011

Date set by the committee for the return of answer: Friday, 15 April 2011

Number of pages: 1

Question:

Senator FIERRAVANTI-WELLS—The next point is there was \$29.5 million in the budget that day, the same day that the certification was done. On the day after, the minister approves the launch, and on 13 May the campaign starts. On 13 May... That is why I made the point that I did, Mr Grant. Why did you state in the workforce element component of the campaign that you had reviewed the material, but you said that you had not reviewed it in the other campaign? That is my concern.

Mr Tune—We will check all that out and get back to you about what was seen by the committee in terms of product by product.

Answer:

The Independent Communications Committee reviewed all final creative materials for the Health Reform Advertising campaign prior to notifying the Secretary of the Department of Health and Ageing of the Committee's opinion that the campaign complied with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies.