

Senate Finance and Public Administration Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Prime Minister and Cabinet Portfolio

Department of the Prime Minister and Cabinet

Budget Estimates Hearings 2003-2004, 26-27 May 2003

Question: PM53

Outcome 1, Output 4.4

Topic: Government Advertising

Hansard page: F&PA 207

Senator Faulkner asked: What was the cost of the (Medicare) advertising campaign for the Department of Health (and Ageing)?

Answer: I am advised by the Master media Placement Agency that the advertising, which ran in newspapers only, cost \$133,555.10