

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 Estimates Hearings 2003-2004, 25 May 2004

Question: PM 52

Outcome 1, Output 4.4

Topic: Medicare campaign

Hansard Page: F&PA 99-100

Senator Faulkner asked: One thing you can do for me then, in relation to this Medicare campaign, is disaggregate the \$15.7 million figure into those elements.

Answer: While final invoices are yet to be received, the following table sets out the proposed expenditure by medium.

Television advertising	\$12,677,927
Newspaper advertising	\$2,509,629
NESB print advertising	\$162,379
NESB radio advertising	\$69,523
Indigenous print advertising	\$9,845
Print handicapped radio advertising	\$9,552
Total	\$15,438,855