

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
BUDGET ESTIMATES 2011-2012

Finance and Deregulation Portfolio

Department/Agency: Department of Finance and Deregulation

Outcome/Program: 1/1.1

Topic: Digital Television Switchover program Advertising campaign – set top boxes

Senator: Cormann

Question reference number: F16

Type of question: Hansard F&PA, Page 111 25 May 2011

Date set by the committee for the return of answer: Friday, 8 July 2011

Number of pages: 1

Question:

How much has the Government allocated for the advertising campaign for the set top box policy?

Answer:

- The \$376.5 million digital switchover package announced in the 2011-12 Budget includes \$44.1 million for a targeted information and communications campaign focused on individual switchover areas.
- No additional advertising campaign funding has been specifically allocated to advertise the set top boxes or the Household Assistance Scheme (HAS).