

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 Supplementary Hearings 2003-2004, 3-4 November 2003

Question: PM 62

Outcome 1, Output 4.4

Topic: Government Advertising

Direct on Notice

Senator Faulkner asked:

- 1. Are there any new advertising campaigns planned or underway that aren't quantified or on the list provided in QON PM 70 part 5?**
- 2. If so, what are they? What agencies are handling them? What are their costs?**
- 3. How much has the New Apprenticeships Campaign (featuring Scott Cam and others) cost to date?**
- 4. Are there any more planned bursts?**
- 5. If so, when are they scheduled (start date to finish) and what will the extra bursts cost?**
- 6. Are there any other Government campaigns related to training or employment being planned, budgeted or under way?**
- 7. If so, what are they, and how much are they costing?**

Answer:

1. Yes.
2. The Government Communications Unit is aware of the following advertising campaigns:

Campaign	Agency	Estimated Placement Costs
Job Network-Employer	Lavender	\$1.35m
Superannuation Co- contributions	The Campaign Palace	\$4.4m
Natural Heritage Trust	In-house	\$200,000
Higher Education Contributions	In-house	\$198,000
Domestic Violence and Sexual Assault	Grey	\$5.9m
Problem Gambling	Yet to be determined	\$3.5m

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 Supplementary Hearings 2003-2004, 3-4 November 2003

Environment and Resource Management	Yet to be determined	\$5.84m
People Trafficking	Yet to be determined	Not yet known

The Government Communications Unit maintains records for media placement only. Details of funds set aside for campaign development and production are held by individual departments.

3. The placement costs for the late June 2003 to early September 2003 burst of New Apprenticeships' advertising (featuring Scott Cam and others) were \$3.4 million.

4. Yes.

5. An advertising burst using existing creative material is running from mid-November 2003 to early December 2003. The estimated placement costs are \$1.9 million.

6. Yes.

7. The following training or employment campaigns are planned, budgeted or underway:

Campaign	Estimated Placement Costs
Job Network - Employer	\$1.35m