

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 63 b

Outcome 1, Output 4.4

Topic: Advertising: PBS Campaign

Direct on Notice

Senator Faulkner asked:

- 1. Are there any further bursts of the PBS campaign planned?**
- 2. If so, when will they happen and how much will they cost?**
- 3. What are the placement costs so far?**
- 4. What is the total cost of the PBS campaign so far?**

Answer:

1. The Government Communications Unit is not aware of any further bursts of the PBS campaign.
2. Not applicable.
3. \$5.4m
4. The Government Communications Unit maintains records for media placement costs only. The Department of Health and Ageing holds detailed records of other expenditure on the PBS campaign.