

**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 64**

**Outcome 1, Output 4.4**

**Topic: Advertising - Safe Travel Campaign**

**Direct on Notice:**

**Senator Faulkner asked:**

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

**4 Answer:**

1. Yes
2. It is planned to run the advertisements again in 2004. The estimated placement costs are \$1.75m.
3. \$3.9m