

**Standing Committee on Finance and Public Administration**

**ANSWER TO QUESTION ON NOTICE**

**Finance and Administration Portfolio**

**Department of Finance and Administration**

Supplementary Budget Estimates Hearing – October 2006

**Question: F57**

**Outcome 2, Output 2.1.1**

**Topic: Telstra 3 Share Offer Advertising Campaign**

**Hansard Page: F&PA 100**

**Senator Nick Sherry asked:**

**Senator SHERRY**—Who are the companies and the approximate applications?

**Mr Lewis**—The government's placements—

**Senator Minchin**—Which outlets? Which media?

**Mr Lewis**—We would need to take that on notice.

**Senator Minchin**—We can get you that.

**Answer:**

The Government's master media placement agency, Universal McCann, handled the media planning and placement for the Telstra 3 Share Offer campaign. The campaign was a multi-media campaign covering commercial television networks (national, metropolitan, regional and subscription), commercial radio (metropolitan and regional), newspapers (metropolitan, primary regional, regional and rural), various magazine titles, various internet sites, outdoor advertising in certain locations, as well as some advertising in the non-English speaking background, indigenous and print handicapped media.