

SENATE STANDING COMMITTEE ON LEGAL AND CONSTITUTIONAL AFFAIRS  
ATTORNEY-GENERALS DEPARTMENT

**Question No. 4**

**Senator Wong asked the following question at the hearing on 13 February 2007:**

Advertising Campaigns

- a) What sum was spent on each of the active advertising campaigns for each department and agency in the Minister's portfolio?
- b) In Attachment A - a list of active campaigns that was tabled on 30 October 2006 at Senate Estimates, what were the actual costs for those which have been completed as relevant to each department and agency in the Minister's portfolio?

(AGD campaigns in Attachment A are:

- a) Bushfire Preparedness: Alert people to be bushfire aware. Oct 05-Dec 06.
- b) People trafficking: inform about the issue, encourage victims to seek help and others to assist victims to seek help. Jul 05-Jun 06.
- c) Family Law reform: inform the community about changes in Family Law arrangements).

**The answer to the honourable senator's question is as follows:**

**Attorney-General's Department**

National Security Public Information Campaign:

- a) The sum spent on the advertising component for the national security public information campaign in the financial year 2006-07 was \$1,473,169 (exclusive of GST).
- b) Not applicable – campaign is ongoing.

The Bushfire Awareness and Preparedness Campaign

- a) The sum spent on the advertising component for the bushfire awareness and preparedness campaign in the financial year 2006-07 was \$1,373,417 (exclusive of GST).
- b) Not applicable – campaign is ongoing.

Family Law Reform Community Education Campaign

- a) The sum spent on the advertising component for the family law reform community education campaign in the financial year 2006-07 was \$1,624,112 (exclusive of GST).
- b) Not applicable – campaign is ongoing.

People Trafficking Campaign

- a) Nil advertising placement cost.
- b) Not Applicable – campaign is ongoing.

**Australian Federal Police (AFP)**

National Missing Persons Coordination

(a) The sum spent on the National Missing Persons Week 2006 campaign for the financial year 2006/07 was \$13,882.51 (inclusive of GST).

b) Not applicable.