

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

Question No. 6

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

For Campaign Advertising in each department and agency in the Minister's portfolio, what is the:

- (a) cost;
- (b) frequency; and
- (c) type/medium (e.g. print, television, radio) of campaign advertising for this financial year?
- (d) Can this information be provided on a monthly basis for the financial year?

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

Attorney-General's Department

Attorney-General's Portfolio 1 July 2006 to 13 February 2007 Campaign Advertising:

Organisation	Campaign Description	(a) Cost excluding GST	(b) Frequency of Advertising	(c) Type/ Medium
Attorney-General's Department	National security public information campaign	\$1,473,169 (to 13/2/07)	One burst in February	Television, print and outdoor
Attorney-General's Department	Bushfire Awareness and Preparedness Campaign	\$1,373,416 (to 13/2/07)	In line with bushfire seasons in each jurisdiction	Television, and Radio
Attorney-General's Department	Family Law Reform Community Education Campaign	\$1,624,112 (to 13/2/07)	Newspaper and radio advertising – four bursts in July, September, November and January. Magazine and internet – one continuous burst from July until February 2007. Outdoor advertising – one burst from mid-July to mid-September.	Newspaper, Radio, Magazine, Internet, and Outdoor

Attorney- General's Department	People Trafficking Campaign	\$0	As the advertisements are pro bono Community Service Announcements (CSA) placements, the newspapers determine the date and frequency of their appearance.	Print
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(d) Costs are paid to consultants on completion of campaign milestones which differ for each campaign. Milestones do not necessarily occur at monthly intervals.