

QUESTION TAKEN ON NOTICE

ADDITIONAL ESTIMATES HEARING: 12 February 2007

IMMIGRATION AND CITIZENSHIP PORTFOLIO

(21) Output: Internal Product

Senator Wong asked:

1) What sum was spent on each of the active advertising campaigns for each department and agency in the Minister's portfolio?

(2) In attachment A – a list of active campaigns that were tabled in 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?

(3) At the Budget Estimates in May 2006, the Budget Papers listed the following Pending Campaigns (from Budget Papers: period up to 4 years)

Campaign	\$M
Citizenship	4
Living in Harmony Initiative	

(4) For those campaigns which are relevant to each department and agency in the Minister's portfolio, what is the:

- (a) planning progress for campaigns;
- (b) likely start dates; and
- (c) media spend.

Answer:

(1) The cost of the citizenship promotion advertising campaign for 2006-07 is \$2 464 901.

(2) The current Australian citizenship promotion campaign is ongoing.

(3) Not applicable.

(4) (a) and (b) The new creative for the citizenship promotion advertising campaign was launched on Australian Citizenship Day, 17 September 2006.

(c) The total planned media spend for 2006-07 is \$2 464 901.

No advertising campaign is planned for the Living in Harmony Programme.