

SENATE STANDING COMMITTEE ON LEGAL AND CONSTITUTIONAL AFFAIRS
ATTORNEY-GENERAL'S DEPARTMENT

Sub Program All

Question No. 116

Senator Eggleston asked the following question at the hearing on 8 February 2010:

How much has the Department spent on advertising and marketing since November 2007? Please justify this expenditure.

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

The Department has spent in total approximately \$19,869,126 (GST inclusive), excluding staff costs, on core campaign-style advertising and marketing activities for the financial years 2007-08, 2008-09 and 2009-10 until 8 February 2010, on the following communication programs:

- Anti-money laundering and counter terrorism financing reform
- Family law reform community education campaign, stage two
- National bushfire awareness and preparedness campaign
- National security public information campaign
- Personal properties securities reforms public awareness program
- Chemicals of security concern awareness campaign
- Broadcast of emergency warnings project

Each of these communication programs directly supports the implementation of Government policy.