

**Management Services**  
**Senate Rural and Regional Affairs and Transport Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**

**Agriculture, Fisheries and Forestry Portfolio**

**Department**

Additional Budget Estimates, 15 February 2005

**Question: MS 01**

**Topic: Advertising Campaigns**

**Hansard Page: 5**

Senator O'Brien asked:

Can the department provide details of advertising campaigns run by the department so far this financial year. I would like to know how much has been spent so far this financial year on advertising and the details of any campaigns planned for the rest of the financial year.

Answer:

**a) Advertising campaigns run by the department so far in 2004-05**

Campaign	Expenditure in 2004-05 (as at 15 February 2005)
Avian Influenza	\$297,724
Environment and Resource Management	\$88,531
Quarantine Matters!	\$1,566,220

**b) Advertising campaigns planned for the remainder of 2004-05**

Campaign	Estimated expenditure for remainder of 2004-05
Avian Influenza (ongoing)	Advertising placement costs have not been finalised for the remainder of 2004-05
Quarantine Matters! (ongoing)	Advertising placement costs have not been finalised for the remainder of 2004-05.