

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
ADDITIONAL ESTIMATES 2016-17

Finance Portfolio
28 February 2017

Department/Agency: Finance
Outcome/Program: 2/2.5
Topic: Campaign advertising

Senator: Farrell

Question reference number: F47

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Question:

Senator FARRELL: I have questions regarding campaign advertising. Dr Helgeby, could you provide us with an update on the amount of advertising expenditure for the year to date?

Senator Ryan: Some of those numbers are literally being compiled as we speak and have not been finalised. If you want to shoot me a series of questions I will be able to take them on notice, but I will get back to you sooner rather than later—probably not this evening; I am awaiting some final numbers.

Senator FARRELL: I have just asked a question.

Senator Ryan: I will take that on notice.

Senator FARRELL: Are you able to break the amounts down to those amounts that are in reference to campaign expenditure and non-campaign advertising expenditure?

Senator Ryan: Yes, we will be able to do that. We will take that on notice too.

Answer:

Financial year to date media expenditure by non-corporate Commonwealth entities was \$41 million on campaign advertising and \$5.8 million on non-campaign advertising. Totals reflect expenditure to the end of December 2016.