



**POLICY COSTING REQUEST – DURING THE CARETAKER PERIOD FOR A
GENERAL ELECTION**

Name of policy:	Protecting kids from junk food advertising
Person requesting costing:	Senator Milne
Date of request to cost the policy:	14 August 2013
<i>Note: This policy costing request and the response to this request will be made publicly available.</i>	
Has a costing of this policy been requested under Section 29 of the Charter of Budget Honesty (i.e. from the Treasury or the Department of Finance and Deregulation)?	No
Details of the public release of this policy (Date, by whom and a reference to that release)	8 August 2013, Senator Milne/ Senator di Natale http://richard-di-natale.greensmps.org.au/content/news-stories/ban-junk-food-ads-kids
Description of policy:	
Summary of policy (as applicable, please attach copies of relevant policy documents):	Restrict advertising of junk food to children by: <ul style="list-style-type: none">• Setting enforceable, national standard times for child-friendly TV ads that would ban junk food ads on commercial TV between 6am and 9am, and 4pm and 9pm on weekdays; and between 6am and 12pm, and 4pm and 9pm on weekends and during school holidays.• Pay television channels dedicated to children's programming would be banned from showing junk food advertising at any time.• Companies using emails and smartphones to target underage customers would be prevented from sending material promoting unhealthy foods.
What is the purpose or intention of the policy?	Improving the health of children by stopping them being bombarded with advertising for unhealthy food when they watch television.
What are the key assumptions that have been made in the policy, including:	
Is the policy part of a package? If yes, list and outline components and interactions with proposed or existing policies.	No
Where relevant, is funding for the policy to be demand driven or a capped amount?	Demand driven
Will third parties (for instance the States/Territories) have a role in	No

**PBO POLICY COSTING REQUEST – DURING THE CARETAKER PERIOD FOR
A GENERAL ELECTION**

<p>funding or delivering the policy? If yes, is the Australian Government contribution capped, with additional costs to be met by third parties, or is another funding formula envisaged?</p>				
<p>Are there associated savings, offsets or expenses? If yes, please provide details.</p>	<p>Not that are likely to be captured in the costing, although in the longer term there will be reduced health spending as there is a healthier population.</p>			
<p>Does the policy relate to a previous budget measure? If yes, which measure?</p>	<p>No</p>			
<p>If the proposal would change an existing measure, are savings expected from the departmental costs of implementing the program?</p>	<p>No</p>			
<p>Will the funding/program cost require indexation? If yes, list factors to be used.</p>	<p>No</p>			
<p>Expected impacts of the proposal</p>				
<p>If applicable, what are the estimated costs each year? If available, please provide details in the table below. Are these provided on an underlying cash balance or fiscal balance basis?</p>				
<p>Estimated financial implications (outturn prices) ^(a)</p>				
	<p align="center">2013-14</p>	<p align="center">2014-15</p>	<p align="center">2015-16</p>	<p align="center">2016-17</p>
<p>Underlying cash balance (\$m)</p>		<p align="center">-1.1</p>	<p align="center">-0.4</p>	<p align="center">-0.3</p>
<p>Fiscal balance (\$m)</p>		<p align="center">-1.1</p>	<p align="center">-0.4</p>	<p align="center">-0.3</p>
<p>(a) A positive number for the fiscal balance indicates an increase in revenue or a decrease in expenses or net capital investment in accrual terms. A positive number in the underlying cash balance indicates an increase in revenue or a decrease in expenses or net capital investment in cash terms.</p>				
<p>What assumptions have been made in deriving the expected financial impact in the party costing (please provide information on the data sources used to develop the policy)?</p>	<p>See PBO costing</p>			
<p>Has the policy been costed by a third party? If yes, can you provide a copy of this costing and its assumptions?</p>	<p>PBO costing, 16 January 2013</p>			
<p>What is the expected community impact of the policy? How many people will be affected</p>	<p>Reduce obesity levels among children.</p>			

**PBO POLICY COSTING REQUEST – DURING THE CARETAKER PERIOD FOR
A GENERAL ELECTION**

by the policy? What is the likely take up? What is the basis for these impact assessments/assumptions?	
Administration of policy:	
Who will administer the policy (for example, Australian Government entity, the States, non-government organisation, etc.)?	ACMA
Should departmental expenses associated with this policy be included in this costing? If no, will the Department be expected to absorb expenses associated with this policy? If yes, please specify the key assumptions, including whether departmental costs are expected with respect to program management (by policy agencies) and additional transactions/processing (by service delivery agencies).	Yes
Intended date of implementation.	1 July 2014
Intended duration of policy.	Ongoing
Are there transitional arrangements associated with policy implementation?	No
List major data sources utilised to develop policy (for example, ABS cat. no. 3201.0).	
Are there any other assumptions that need to be considered?	No
<p>NOTE:</p> <p><i>Please note that:</i></p> <ul style="list-style-type: none"> <i>The costing will be on the basis of information provided in this costing request.</i> <i>The PBO is not bound to accept the assumptions provided by the requestor. If there is a material difference in the assumptions used by the PBO, the PBO will consult with the requestor in advance of the costing being completed.</i> 	