

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

National e-Health Transition Authority (NeHTA)

Budget Estimates 2011-12, Supplementary Estimates

Question: 26

OUTCOME 10.2: e-Health

Topic: Government Advertising

Senator McKenzie asked:

What was the total cost of all advertising for 2007-08, 2008-09, 2009-10 and 2010-11?

For each of those years, list whether the advertising is campaign or non-campaign and details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services.

Did the Department of Finance and Deregulation provide any advice about the advertising? Provide details of each advertising item.

Did the Advertising comply with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies? Provide the details for each advertising item.

Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.

What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answer:

The table below lists the actual expenditure on advertising, promotion, and public relations for the financial years ended 30 June 2008, 2009, 2010, and 2011 inclusive of Media Monitoring cost. All of the advertising, promotion, and PR costs are non-campaign.

| Advertising, Promotion, PR | Financial Year Total (\$'000) |
|-----------------------------------|--------------------------------------|
| 2007-08 | 293 |
| 2008-09 | 370 |
| 2009-10 | 1,427 |
| 2010-11 | 2,297 |