

**Senate Community Affairs Committee**

**ANSWERS TO ESTIMATES QUESTIONS ON NOTICE**

**HEALTH PORTFOLIO**

**Additional Estimates 2013 - 2014, 26 February 2014**

**Ref No:** SQ14-000050

**OUTCOME:** 0 - Whole of Portfolio

**Topic:** Government Advertising

**Type of Question:** Written Question on Notice

**Senator:** Ludwig Joe

**Question:**

1. How much has been spent on government advertising (including job ads) since 7 September 2013?
  - a) List each item of expenditure and cost.
  - b) List the approving officer for each item.
  - c) Detail the outlets that were paid for the advertising.
2. What government advertising is planned for the rest of the financial year?
  - a) List the total expected cost.
  - b) List each item of expenditure and cost.
  - c) List the approving officer for each item.
  - d) Detail the outlets that have been or will be paid for the advertising

**Answer:**

1. Advertising expenditure for the Department of Health, including National Industrial Chemicals Notification and Assessment Scheme, Therapeutic Goods Administration and Office of Gene Technology Regulator since 7 September 2013 was \$53,300.
  - a) Corporate systems do not allow for this information to be collected in one report. To provide the level of detail requested would involve an unreasonable diversion of resources which the department is not currently in a position to undertake.
  - b) Due to privacy principles, officer names cannot be supplied.
  - c) Adcorp Australia Ltd, Effective People Pty Ltd, CreateSend.com, Fairfax Media Group &, Interaction Consulting Group Pty Ltd.
2. Details on this requested information is not readily available. To provide the level of detail requested would involve an unreasonable diversion of resources which the department is not currently in a position to undertake.