

PARLIAMENTARY INQUIRY QUESTION ON NOTICE

Department of Health

Senate Select Committee on COVID-19

Australian Government's response to the COVID-19 pandemic

Written question received 13 July 2020 (transferred from PM&C)

PDR Number: IQ20-000407

Question subject: Total amount paid for covid-related government advertising

Question Type: Written

Senator: Sarah Hanson-Young

Question:

What is the total amount paid for covid-related government advertising to each of the following TV networks:

- a) Channel 7
- b) Channel 9
- c) Channel 10
- d) Foxtel
- e) ABC
- f) SBS

Answer:

For the period of the national COVID-19 health-related advertising campaign (15 March to 30 June 2020), the gross national television spend was \$11,190,716 (ex GST). This included free-to-air and subscription television networks. The requested information is commercially sensitive, and its release may impair the Australian Government's ability to negotiate competitive media rates outcomes.