

Senate Committee: Community Affairs Committee

QUESTION ON NOTICE

Budget Estimates 2020 - 2021

Outcome: 1 - Health System Policy, Design and Innovation

PDR Number: SQ20-000728

Question Subject: COVIDSafe App expenditure

Type of Question: Written

Senator: Malarndirri McCarthy

Question:

Can you provide a breakdown of expenditure on advertising for the COVIDSafe App?
Is the app still being actively advertised? If yes, what is the cost to taxpayers?

Answer:

National health communication on the COVID-19 pandemic provides a range of information to Australians to help contain the virus including good hygiene, the importance of physical distancing, restrictions on movement, isolation and testing if unwell, having the COVIDSafe App and how to find more information. The cost of advertising specific to the COVIDSafe App is \$6.995m. This specific advertising concluded on 6 July 2020.