

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

Budget Estimates 2012-2013, 30 & 31 May and 1 June 2012

Question: E12-104

OUTCOME 0: Whole of Portfolio

Topic: Government Advertising

Type of Question: Written Question on Notice

Number of pages: 1

Senator: Senator McKenzie

Question:

What was the total cost of all advertising for the financial year to date? Is the advertising campaign or non-campaign advertising? Provide details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services.

Answer:

As an agency subject to the *Financial Management and Accountability Act 1997* the Department is required to place all campaign advertising through master placement agency, Universal McCann and all non-campaign advertising through the master media agency, Adcorp Australia Limited.

The expenditure for advertising year to date (as at 31 May 2012):

Campaign Advertising	Media Placement \$ (GST excl)
After-hours GP helpline	976,851
National Illicit Drug Use	3,255,403
Private Health Insurance Communications	6,167
National Tobacco Campaign – More Targeted Approach	3,598,303
Opal Fuel Communication Activities	13,644
Indigenous Tobacco	117,996
Attracting more people to work in Indigenous Health	571,534
National STI Prevention Campaign	7,147
Deadly Choices	93,925
Total	Total: \$8,640,970

Non-campaign Advertising	Media Placement \$ (GST excl)
Recruitment	261,203
Tenders	353,767
Public Notices	518,611
Total	Total: \$1,133,581