

## **Senate Community Affairs Legislation Committee**

### **BUDGET ESTIMATES – 5-6 JUNE 2014 ANSWER TO QUESTION ON NOTICE**

#### **Department of Human Services**

**Topic:** Advertising

**Question reference number:** HS 161

**Senator:** Ludwig

**Type of question:** Written

**Date set by the committee for the return of answer:** 25 July 2014

**Number of pages:** 1

#### **Question:**

- a) How much has the Department/Agency spent on Advertising since Additional Estimates in February 2014, including through the use of agencies?
- b) Please detail each advertising campaign including it's cost, where the advertising appeared, production costs, who approved, ministerial or ministerial staff involvement in commissioning.

#### **Answer:**

- a) The department spent \$226,651 on advertising from 1 March 2014 to 31 May 2014. Expenditure included departmental advertising for: information regarding co-located office locations and mobile service centre locations; financial education information to the community; and online promotions for students, families and agents and access points.
- b) The department hasn't undertaken any advertising campaigns.