

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH PORTFOLIO

Budget Estimates 2014 - 2015, 2/3 June 2014

Ref No: SQ14-000752

OUTCOME: 0 - Whole of Portfolio

Topic: Advertising

Type of Question: Written Question on Notice

Senator: Ludwig, Joe

Question:

1. How much has the Department/Agency spent on Advertising since Additional Estimates in February 2014? Including through the use of agencies.
2. Please detail each advertising campaign including its cost, where the advertising appeared, production costs, who approved, Ministerial or Ministerial staff involvement in commissioning.

Answer:

1. No funds were spent on campaign advertising in this period. A total of \$70,870 (GST exclusive) was spent on non-campaign advertising in this period.
2. Not applicable.