

**Senate Community Affairs Committee**

**ANSWERS TO ESTIMATES QUESTIONS ON NOTICE**

**HEALTH PORTFOLIO**

**Budget Estimates 2014 - 2015, 2/3 June 2014**

**Ref No:** SQ14-000761

**OUTCOME:** 1 - Population Health

**Topic:** Tobacco Social Marketing

**Type of Question:** Written Question on Notice

**Senator:** McLucas, Jan

**Question:**

How much funding has been allocated to the tobacco social marketing campaign? Please outline allocations from 2012-13 and forwards and a comparison of the 2014-15 allocations over the forwards

**Answer:**

\$45 million over three years from 2012-13 was allocated to the National Tobacco Campaign in the 2012-13 Mid-Year Economic and Fiscal Outlook.

\$2.9 million in 2013-14 was saved by ceasing the next phase of the Australian National Preventive Health Agency's mainstream National Tobacco Campaign and the Department of Health developing a new lower cost online and social media campaign to support smoking cessation activities.

As indicated in the Budget measure, no savings have been taken from 2014-15 or future years.