

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Treasury Portfolio
Budget Estimates 2014
3 June to 5 June 2014

Department/ Agency: Treasury

Question: BET927-928

Topic: Advertising

Reference: Written – 12 June 2014

Senator: Ludwig

Questions:

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

Answer:

927. The Departmental spend on advertising from 1 March to 31 May 2014 was \$42,689 (GST exclusive). Of this total, \$31,728 was spent on one advertising campaign (see answer 2) , and the non-campaign advertising spend was \$10,961.
928. a. The advertising campaign was “Competition Policy Review Have Your Say”
- b. Total cost of this campaign was \$ 31,728 (GST exclusive).
- c. The advertising appeared in the following media:-
- Northern Territory News
 - Sydney Morning Herald
 - West Australian
 - Adelaide Advertiser
 - Australian
 - Australian Financial Review
 - Brisbane Courier Mail
 - Canberra Times
 - Herald Sun – Melbourne
 - Hobart Mercury
 - Melbourne Age
 - Daily Telegraph - Sydney
- d. Treasury Officer with appropriate delegation.
- e. There was no ministerial or ministerial staff involvement in commissioning the campaign.