

Senate Economics Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Budget Estimates

2014 - 2015

Department/Agency: Treasury

Question: BET 58

Topic: Ad buy

Reference: Hansard page no. 72 - 02 June 2015

Senator: Dastyari, Sam

Question:

Senator DASTYARI: So at the moment you are saying that as part of phase 2 there is a spend that is going to come on board. Is that the small business package material we are already seeing on Twitter and online? Is that what this extra \$10 million or so is? We will get an exact figure at the end of the campaign. We will get a figure for that later.

Mr Lonsdale: Phase 2 relates to the link between the small business and the IGR; that is correct.

Senator DASTYARI: You cannot give me a break down on how much is being spent on phase 2 on TV, radio, print and online yet, can you?

Mr Lonsdale: No.

Senator DASTYARI: Can you tell me the overall figure? You obviously have a budget for that part of the ad buy. Ms Balzary was saying it was around \$11 million or \$10 million.

Mr Lonsdale: I think what Ms Balzary said was that you could expect a similar order of magnitude to the media buy for the first part of the campaign, which was in excess of \$10 million.

Senator DASTYARI: I have done ad buys before. You kind of know what you are going to spend on an ad buy before you do it. You just do not go out there and say, 'Bill me later.' I guess my question is: what is the ad buy?

Mr Lonsdale: I am very happy to take that away on notice, if you want us to take it away on notice. We do not have that here.

Answer:

The total media budget for Phase 2 is \$10,000,000 (ex GST). Final expenditure is currently being finalised.