

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Supplementary Budget Estimates

20-21 November 2013

Question: SBT 785-790

Topic: Advertising

Written: 28 November 2013

Senator WONG asked:

785. What is the total cost (GST inclusive) of campaign advertising since 18 September 2013?

786. What additional campaign advertising is planned?

787. What is the estimated cost (GST inclusive) of planned campaign advertising?

788. What is the total cost (GST inclusive) of non-campaign advertising since 18 September 2013?

789. What additional non-campaign advertising is planned?

790. What is the estimated cost (GST inclusive) of planned non-campaign advertising?

** Figures to date as at 30 November 2013*

Answer:

785. \$1,708

786. Very occasional low-value campaigns to support specific consumer and business education initiatives, if budget is available from existing agency funds.

787. Estimated cost of \$10,000

788. \$2,907

789. The ACCC is required to place public notice advertising seeking comment on certain types of decisions and determinations. This advertising is undertaken on a needs basis following ACCC regulatory activities.

790. This advertising is undertaken on a needs basis, so estimated cost is unknown at this time. Based on past years' activity, the estimated cost is between \$10,000 and \$15,000.