

**Senate Finance and Public Administration Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**  
Additional Estimates 23-27 February 2015

Prime Minister and Cabinet Portfolio

**Department/Agency:** Department of the Prime Minister and Cabinet  
**Outcome/Program:** Outcome 1: Prime Minister and Cabinet  
**Topic:** Advertising

**Senator:** Senator the Hon Penny Wong

**Question reference number:** 165

**Type of question:** Written

**Date set by the committee for the return of answer:** 10 April 2015

**Number of pages:** 1

**Question:**

What is the total cost (GST inclusive) of campaign advertising in 2014-15 to date?

What additional campaign advertising is planned?

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

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

What additional non-campaign advertising is planned?

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

**Answer:**

The Department of the Prime Minister and Cabinet has not undertaken any campaign advertising, nor has any additional campaign advertising planned.

Further to the response to Senate Estimates Question on Notice 84 from the Supplementary Budget hearings in October (QoN84), since 1 November 2014 to 28 February 2015 the Department has spent \$285,101 GST Exclusive on non-campaign advertising.

This includes the one off costs of \$202,294.64 GST Exclusive for the G20Traffic and Transport notification non-campaign advertising, which was referred to in QoN84.

The Department has not planned any non-campaign advertising, but may undertake ad-hoc non-campaign advertising such as tender notices or public notices as the need arises.