

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
BUDGET ESTIMATES 2014-15

Finance Portfolio

Department/Agency: Finance

Outcome/Program: 1/1.1

Topic: Spend on Government advertising

Senator: Jacinta Collins

Question reference number: F59

Type of question: Hansard, F&PA Committee, Page 61, 29 May 2014

Date set by the committee for the return of answer: Friday, 11 July 2014

Number of pages: 1

Question:

Senator JACINTA COLLINS: I want to go to question on notice F129 from the February estimates. ...

Dr Helgeby: I can update a figure which includes March. That total figure from September to March inclusive is \$34.5 million.

Senator JACINTA COLLINS: And when would the figure subsequent to March be available?

Ms Van Veen: We would have to check that. The issue is because of media outlets coming back. It is a verification process. We have a 45-day lag because of account queries and proof of placement, so it is actually quite a delay of the verification process. That is why we have a lag time on reporting expenditure. So we do have a delay on that.

Senator JACINTA COLLINS: So would the month of April, for instance, fit within the timeframe of responses to questions on notice with that timelag?

Mr Tune: We will take it on notice, Senator. If it does fit, we will provide it to you on notice.

Answer:

Total campaign advertising media expenditure by agencies subject to the *Financial Management and Accountability Act 1997* was \$38.9 million between 15 September 2013 and 3 May 2014 (inclusive). The \$34.5 million to the end of March 2014 referred to by Dr Helgeby, also included the first two weeks of September 2013.