

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: Advertising campaigns of the former Government

Senator: Jacinta Collins

Question reference number: F60

Type of question: Hansard, F&PA Committee, Page 62, 29 May 2014

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Number of pages: 1

Question:

Senator JACINTA COLLINS: Have any of the campaigns initiated by the former government been discontinued or had their funding redirected?

Mr Tune: We would have to take that on notice. Obviously some were—some of them that were running during the period between last year's budget and the election. They were discontinued.

Senator JACINTA COLLINS: Some would have been continued and some would have been discontinued?

Mr Tune: Indeed.

Senator JACINTA COLLINS: Funds may have been redirected. If you could answer that on notice, I would appreciate that.

Mr Tune: We will try.

Answer:

In terms of specific advertising campaigns, there have been several relevant measures that discontinued or redirected funding, including:

- *Dental Reform — communications* and *Superannuation advertising savings* in the 2013–14 Mid-Year Economic and Fiscal Outlook; and
- *National Tobacco Campaign — a new lower cost media campaign* in the 2014–15 Budget.