

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: Defence-related government advertising

Senator: Bernardi

Question reference number: F63

Type of question: Hansard, F&PA Committee, Page 71, 29 May 2014

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

Number of pages: 1

Question:

CHAIR: Is defence related campaign expenditure perhaps the most significant not just in this period but overall as part of government advertising?

Senator Ronaldson: I would need to take the exact figures on notice.

Answer:

Defence Force Recruiting has historically been the single largest advertising campaign undertaken by the Australian Government in terms of media expenditure. This was the case in each financial year between 2008–09 and 2012–13, during which the campaign accounted for approximately 17 per cent of total campaign advertising media expenditure by agencies subject to the *Financial Management and Accountability Act 1997*.