

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: Former Government advertising expenditure

Senator: McKenzie

Question reference number: F64

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:

Senator McKENZIE: It was \$200 million in government campaigns in the 2012-13 budget. My understanding is there was \$40 million to promote the carbon tax compensation.

Mr Tune: I cannot recall that far back, Senator. We would have to take that on notice.

Senator McKENZIE: Ms Van Veen?

Ms Van Veen: I will just check.

Mr Tune: If we cannot provide it now, we will just take it on notice.

Answer:

The *Campaign Advertising by Australian Government Departments and Agencies - Full Year Report 2012-13* showed campaign expenditure was \$199.6 million, of which \$138.9 related to the direct costs of media placement. The 2012-13 Budget included an expense measure in the then Families, Housing, Community Services and Indigenous Affairs portfolio, totalling \$36.1 million over 2011-12 and 2012-13 for an information campaign on the Household Assistance Package, an element of the previous Government's Clean Energy Future Plan. Campaign expenditure on the Household Assistance Campaign was \$16.6 million in 2011-12 and \$18.1 million in 2012-13, totalling \$34.7 million.