

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: Government advertising expenditure

Senator: McKenzie

Question reference number: F65

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Number of pages: 1

Question:

Senator McKENZIE: Thank you very much, Chair. The 2011-12 budget had over \$100 million in government campaigns. That is my understanding. There was \$13 million to promote climate change. There was \$19 million to spruik regional awareness of government programs. There was \$20 million to promote union activities. If you could take that on notice, I would really appreciate it.

Mr Tune: Indeed.

Answer:

The then Minister for Climate Change and Energy Efficiency issued a media release on 16 June 2011 indicating that the Government would undertake a \$12 million public information campaign to explain to Australians how its policies for tackling climate change would affect them.

Following that announcement, the 2011-12 Mid-Year Economic and Fiscal Outlook included the *Clean Energy Future —implementation* measure, which provided funding of \$32.6 million over two years. The measure description noted that part of this funding was to provide information to Australian households, businesses and communities about the Clean Energy Future plan.

In respect to regional awareness and funding for union activities, the 2011-12 Budget included two measures that were not government advertising campaigns but involved provision of funding for promotional or information activities:

- a. the *Building Australia's Future Workforce — regional education, skills and jobs plans* measure, which included funding of \$19.1 million over three years to engage 34 Regional Strategists to develop regional education, skills and jobs plans aimed at improving access to education, training and employment in 34 non-metropolitan Regional Development Australia areas. The measure description noted that the plans would contribute to improving regional awareness of Government programs; and
- b. the *Building Australia's Future Workforce — Productivity Education and Training Fund — establishment* measure, which included provision of up to \$10.0 million to employer organisations and up to \$10.0 million to unions to enable them to provide tailored information and education resources to their membership.