

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
BUDGET ESTIMATES 2016-17

Finance Portfolio
5 May 2016

Department/Agency: Department of Finance

Outcome/Program: 2/2.5

Topic: Government advertising – update on expenditure for year to date including campaigns considered by the Independent Communications Committee

Senator: McAllister, Wong

Question reference number: F13

Type of question: Hansard Proof, F&PA Committee, Pages 56-57 and 61, 5 May 2016

Date set by the Senate for the return of answer: Wednesday, 14 September 2016

Number of pages: 2

Question:

- a) **Senator McALLISTER:** I want to talk about government advertising. Could you provide an update on the amount of advertising expenditure for the year to date; and can that be broken down into campaign and non-campaign advertising expenditure?

Mr Smyth: I do not have an actual update on all of those campaigns on me. If we could take that on notice and get back to you—

...

- b) **Senator WONG:** Do you have what was approved in terms of expenditure on each of those campaigns?

Mr Smyth: Not on me at the moment. Individual campaigns are the responsibility of individual agencies.

...

Senator Cormann: We have taken it on notice, Senator Wong.

...

- c) **Senator WONG:** I think you have taken it on notice, but I do want to know: how many campaigns have gone to the ICC over the last few months?

...

Senator Cormann: We have taken the question on notice.

Answer:

- a) Media expenditure by non-corporate Commonwealth entities between July 2015 and April 2016 - the last full month prior to the Budget Estimates hearings - was comprised of \$101.8 million on campaign advertising and \$12.6 million on non-campaign advertising.

- b) Finance does not hold this information centrally. Specific expenditure details would need to be sourced from the individual agencies.
- c) Between 1 January and 5 May 2016, the Independent Communications Committee (ICC) considered eight campaigns that launched in the media.