

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 – list of campaigns costing less than \$250,000

Senator: McAllister

Question reference number: F15

Type of question: Hansard Proof, F&PA Committee, Pages 60-61, 5 May 2016

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

Number of pages: 2

Question:

Senator McALLISTER: Is it possible for you to table a current list of those smaller campaigns?

Mr Smyth: I am sure we can take that on notice. Again I just do not have a list of all of those—

...

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

Answer:

There were 19 advertising campaigns by non-corporate Commonwealth entities below the \$250,000 threshold running in the media during the week commencing 1 May 2016, as detailed below:

Agency	Campaign
Australian Financial Safety Authority	Search
Australian Taxation Office	Fraudulent Phoenix Operators
	Small Business Super Clearing House
	Social Paid Promotion
	Tax Talk
Australian Trade Commission	Australia Unlimited 2016

Education and Training	Higher Education Loans Program and Trade Support Loans
	My Skills
	Unique Student Identifiers
Fair Work Ombudsman	Remote and Regional Locations
Immigration and Border Protection	Community Status Resolution Service
Industry, Innovation and Science	Questacon – Branding
Museum of Australian Democracy	Tourism Branding FY2015–16
Royal Australian Mint	Alphabet Collection Product Suite
	Numismatic Business Line
	Search Activity 2016
Social Services	Cashless Debit Card Trial
Veterans' Affairs	Defence Services Home Insurance 2016
	High Res Website and App