

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
SUPPLEMENTARY BUDGET ESTIMATES 2014-15

Finance Portfolio

Department/Agency: Department of Finance

Outcome/Program: 1/1.1

Topic: Government advertising – media platforms on Austender

Senator: Ludwig

Question reference number: F155

Type of question: Hansard, F&PA Committee, Pages 96-97, 20 November 2014

Date set by the committee for the return of answer: Wednesday, 31 December 2014

Number of pages: 2

Question:

Senator LUDWIG: That would be fine. Does what is on AusTender include the media platforms that have been chosen?

Ms Halton: It will just be the contracting arrangements.

Senator LUDWIG: It will not demonstrate which ones you have actually chosen and whether there has been any additional cost above that?

Ms Halton: That is correct. We will give that to you on notice.

Senator LUDWIG: I think we heard the figure of \$90.9 million earlier today. Is that still the correct figure?

Ms Halton: That is the total appropriation for the sale process and it encompasses a whole series of things. We are not finished yet, so I cannot yet answer the question.

Senator LUDWIG: Can you give me an update of that figure?

Ms Halton: No additional funding has been allocated. I can tell you that. That is the capped amount I have allocated for this function. What we actually spend, I am happy to take on notice.

Senator LUDWIG: Spend to date as well would be useful—to give me an idea of how much is left.

Ms Halton: Sure.

Senator Ronaldson: That is part of your questions on notice anyway.

Answer:

The advertising campaign for the Medibank Private Share Offer commenced on 28 September 2014.

As reported on AusTender, the cost of the media buy for the advertising campaign was \$9,968,056.51 and the cost of the creative agency was \$1.6 million.

The advertising campaign for the Medibank Private Share Offer included television, print, digital, radio, out-of-home and Non-English Speaking Background press and radio and radio for the print handicapped.

The 2014-15 Budget provided \$90.9 million for the sale of Medibank Private. As at 31 October 2014, \$16.4 million had been spent.