

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates 14 – 15 February 2007

Question: **aet 79 (ACCC)**

Topic: **Advertising Campaigns - cost, frequency & type**

Hansard Page: **Written**

Senator WONG asked:

For Campaign Advertising in each department and agency in the Minister's portfolio, what is the:

- (a) cost;
- (b) frequency; and
- (c) type/medium (e.g. print, television, radio) of campaign advertising for this financial year?

Can this information be provided on a monthly basis for the financial year?

Answer:

The ACCC has not conducted any advertising campaigns in the 2006-07 financial year.