

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Budget Estimates

31 May – 2 June 2011

Question No: BET 140

Topic: ACCC – Advertising and Marketing

Hansard Page: Written

Senator Bushby asked:

1. How much has the Department and portfolio agencies spent on advertising and marketing since February Estimates?
2. YTD?
3. Could the Department provide a complete list of current contracts? Please indicate the rationale for each service provided and its intended use.
4. What communications programs has the Department and portfolio agencies undertaken since October estimates and what communications programs are planned to be undertaken?
5. For each program, what is the total spend?

Answer:

1. Advertising and marketing costs since February estimates are \$64,332.52
2. Advertising and marketing costs YTD \$194,187.74
3. Whole of Government advertising contract ADCORP is the only contract in use.
4. No campaigns have been undertaken since October Estimates.
5. Please see previous response.