

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
ADDITIONAL ESTIMATES 2013–14

Finance Portfolio

Department/Agency: Department of Finance

Outcome/Program: 1/1.1

Topic: MYEFO

Senators: Wong, McKenzie

Question reference number: F32

Type of question: Hansard, F&PA Committee, pp 69–70, 25 February 2014

Date set by the committee for the return of answer: Friday, 11 April 2014

Number of pages: 1

Question:

Senator WONG: So, post MYEFO, what decisions by government have also included an information and/or advertising campaign component?

Dr Helgeby: We will take that on notice.

Senator McKENZIE: Just on that: get it not just going forward but going back, say, the last five years—a similar sort of table.

Senator WONG: You have got all that already.

Senator McKENZIE: I am new to the committee.

Senator WONG: Maybe you could look at what some of what your colleagues asked at every single estimates for the last five years.

Mr Tune: We can give you the historical spend, Senator.

Answer:

Since MYEFO, the Government has announced one decision that includes an information and/or advertising campaign component. This is ‘Supporting drought affected farmers’, announced on 26 February 2014. One of the components of this package, Drought Concessions Loans, includes communications funding of \$750,000 (\$400,000 in 2013–14 and \$350,000 in 2014–15).

Total campaign advertising media expenditure by agencies subject to the *Financial Management and Accountability Act 1997* over the past five financial years is summarised in the table below.

| Financial Year | 2008–09 | 2009–10 | 2010–11 | 2011–12 | 2012–13 |
|--------------------------|----------------|----------------|----------------|----------------|----------------|
| Media Spend (\$m) | 130.1 | 114.7 | 116.9 | 139.7 | 138.9 |

Further detail on individual campaigns is available in biannual reports tabled in the Parliament and published on the Finance website (www.finance.gov.au/advertising). The full year reports detail expenditure on media and expenditure associated with consultants, production and other miscellaneous services.