

Senate Finance and Public Administration Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Additional Estimates 24-28 February 2014

Prime Minister and Cabinet Portfolio

Department/Agency: Department of the Prime Minister and Cabinet

Outcome/Program: 1.1 Prime Minister and Cabinet

Topic: Advertising

Senator: Senator the Hon Penny Wong

Question reference number: 226

Type of Question: Written

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

Number of pages: 1

Question:

1. What is the total cost (GST inclusive) of campaign advertising since 18 November 2013?
2. What additional campaign advertising is planned?
3. What is the estimated cost (GST inclusive) of planned campaign advertising?
4. What is the total cost (GST inclusive) of non-campaign advertising since 18 November 2013?
5. What additional non-campaign advertising is planned?
6. What is the estimated cost (GST inclusive) of planned non-campaign advertising?

Answer:

1. Nil.
2. No further campaign advertising is currently planned.
3. See response to 2.
4. The total expenditure on non-campaign advertising for the period 1 November 2013 to 28 February 2014 was \$244,165.77.
5. As at 21 March 2014 no further non-campaign advertising is currently planned.
6. See response to 5.