

Senate Standing Committee on Finance and Public Administration

ANSWERS TO QUESTIONS ON NOTICE

Prime Minister and Cabinet Portfolio

Department of the Prime Minister and Cabinet

Budget Estimates Hearings 2007-2008, 21-22 May 2007



Question: PM 47

Outcome 1, Output 4.3

Topic: Government Communications

Hansard Page: F&PA 22

Senator Wong asked: What is the expenditure to date for the 18 active campaigns?

Answer: Please refer to the attachment which reflects expenditure for the financial year 2006 – 2007 to 30 April 2007.

Active advertising campaigns 2006-07 as at 22 May 2007

Campaign Name	Purpose	Media cost from 1/7/06 to 30/4/07*
Bushfire Awareness and Preparedness	Alert people how to be bushfire aware	\$1.7m
National Security	Advise Australians of hotline and to remain alert and report suspicious activity	\$3.4m
People Trafficking	Inform about the issue, encourage victims to seek help and others to assist victims to seek help	CSA placements
Family Law Reform (Phase 1)	Inform the community about changes in Family Law arrangements	\$2.6m
Quarantine Matters!	Inform on Quarantine requirements and dangers (includes bird flu)	\$2.3m
Simpler Super	Inform about changes to Superannuation to make it easier	nil**
Regional Telecommunication Consumer	Inform regional Australians about their rights and obligations	\$0.2m
Defence Force Recruiting	Seek suitable applicants to reach recruitment targets	\$15.9m
Skills For the Future	Inform about the options for skills development, training, apprenticeships and ATC and Careers Advice Australia	\$13.0m
Workplace Relations 2007	Inform changes to industrial relations legislation and where to get information	nil**
Smarttraveller 2007	Encourage reference to DFAT travel advisory website, taking out of travel insurance and providing advice of proposed travel arrangements to Australian consulates	\$1.1m
Asthma Awareness	Increase awareness of Asthma and strategies to address	\$0.1m
Cervical Cancer (HPV) Vaccination	Information for GPs, immunisation service providers and the general public about the HPV vaccination programme to commence in schools and GP's in April 2007	\$3.9m
Pregnancy Support Helpline	Promote pregnancy support counselling services	nil**
Private Health Insurance	Promote the benefits of private health insurance	\$3.3m
Drought Assistance (Phase 2)	Inform about assistance packages to regional drought declared areas	\$2.1m
Citizenship	Encourage eligible non-citizens to become Australians and inform community of values	\$2.2m
Eliminating Violence Against Women	Inform on unacceptable behaviour and direct people to helpline	\$10m

* Actual media placement costs are only available until 30/4/07

** Media activity for these campaigns did not commence until after 30/4/07 and consequently there is no media cost prior to 30/4/07

