

Senate Finance and Public Administration Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Prime Minister and Cabinet Portfolio

Department of the Prime Minister and Cabinet

Budget Estimates Hearing 24 May-3rd June 2010

Question: PM62

Topic: Government Advertising

Type of Question: Written

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What communications programs has the Department/Agency undertaken since additional estimates and what communications programs are planned to be undertaken?

For each program, what is the total spend?

(by 'communications program' it is meant communication of a government message to the public - possibly by advertising (print, television etc), possibly through the erection of signs, plaques etc, or through other mediums. The recent (current) Government TV advertising campaign on health reform and specific health initiatives are examples, BER signage is an example, advertising on the Government's proposed new tax system would be another example.)

A breakdown of how much was spent/is planned to be spent on each program/initiative should be provided.

Answer: The Department of the Prime Minister and Cabinet has an ongoing responsibility for promoting awareness of Australian honours and symbols. Actual expenditure in 2009-10 was \$32,899.

No other communications programs are planned.