

Senate Finance and Public Administration Legislation Committee
ANSWER TO QUESTION ON NOTICE
BUDGET ESTIMATES 2010–11 (May 2010)

Prime Minister and Cabinet Portfolio

Topic: Government Advertising
Question reference number: PM 62
Type of Question: Written
Date set by the committee for the return of answer:
Number of Pages: 1

PM 62 – All Departments and Agencies – Senator Barnett

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

ONA Response: Nil return

For each program, what is the total spend?

ONA Response: N/A

(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.

ONA Response: N/A