

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
BUDGET ESTIMATES 2013-2014

Finance and Deregulation Portfolio

Department/Agency: Department of Finance and Deregulation

Outcome/Program: 1/1.1 GaRM

Topic: Government advertising

Senator: Cormann

Question reference number: F9

Type of question: Hansard, F&PA Committee, Page 45, 29 May 2013

Date set by the committee for the return of answer: Friday, 12 July 2013

Number of pages: 2

Question:

CHAIR: If we go back to 2007 with the incredible amount of money that the government spent, could you just outline what advertising was covered, have you got the details of that \$254 million?

Ms Van Veen: I do not have a breakdown of all of those campaigns, in terms of—

CHAIR: I think from my memory there was a fair bit of advertising spent on Work Choices.

Ms Van Veen: We can take that on notice.

Answer:

The table below details the major advertising campaigns, those above the \$250,000 threshold, placed by agencies subject to the *Financial Management and Accountability Act 1997* in the 2007 calendar year, which represent \$253.5 million of the total \$254 million. The remainder comprises a large number of small campaigns.

Table 1: Major advertising campaigns by FMA Act agencies in 2007 (\$m)

Agency	Campaign	Media Expenditure
Agriculture, Fisheries and Forestry	Avian Flu	0.4
	Quarantine Matters	4.1
Attorney-General's	Bushfire Preparedness	0.5
	Family Law	1.8
	National Security	11.7
Australian Electoral Commission	2007 Federal Election	23.5
Australian Taxation Office	Simpler Super	20.9
	Superannuation Co-Contributions	1.0

Child Support Agency	Child Support Scheme	4.1
Communications, Information Technology and Arts	Protecting Australian Families Online	6.4
	Telecommunications	0.5
Defence	Defence Force Recruiting	26.3
	Defence Force Reserves	0.8
Education, Science and Training	Skills for the Future	12.2
Employment and Workplace Relations	Support the System that Supports You	3.5
	Welfare to Work	10.6
	Workplace Reform	52.2
Environment and Water Resources	Climate Change	8.0
	Community Water Grants	0.6
	Defeat the Weeds Menace	1.3
Health and Ageing	Asthma Awareness	1.1
	Gardasil	5.9
	Illicit Drugs	9.3
	National Pregnancy Support Helpline	0.3
	National Tobacco	5.9
	Private Health Insurance	14.3
	Skin Cancer Awareness	1.3
Human Services	Drought Assistance	4.0
	Murray–Darling Basin	0.3
Family and Community Services	Violence Against Women	8.3
Foreign Affairs and Trade	Smarttraveller	4.8
Immigration and Citizenship	Australian Citizenship	1.4
	Citizenship Test	4.0
Prime Minister and Cabinet	Asia-Pacific Economic Cooperation	1.7
Treasury	Financial Literacy	0.5

Source: Central Advertising System