

## QUESTION TAKEN ON NOTICE

**ADDITIONAL ESTIMATES HEARING: 12 February 2007**

IMMIGRATION AND CITIZENSHIP PORTFOLIO

**(24) Output: Internal Product**

Senator Wong asked:

For Campaign Advertising in each department and agency in the Minister's portfolio, what is the:

(a) cost;

(b) frequency; and

(c) type/medium (e.g. print, television, radio) of campaign advertising for this financial year?

Can this information be provided on a monthly basis for the financial year?

**Answer:**

(a) The cost of the citizenship promotion advertising campaign for 2006-07 is \$2 464 901.

(b) In 2006-07 the estimated campaign average frequency is 3.2 times.

(c) The following table shows the monthly breakdown of campaign media costs and type/medium for 2006-07:

| <b>Month</b>                                | <b>TV</b>             | <b>Magazine</b>     | <b>Internet</b>    | <b>Total</b>       |
|---|-----------------------|---------------------|--------------------|--------------------|
| July 2006                                   | \$0                   | \$0                 | \$0                | \$0                |
| August                                      | 266 522.36            | 0                   | 0                  | \$266 522.36       |
| September                                   | 534 412.27            | 23 671.59           | 10 744.14          | \$568 828.00       |
| October                                     | 291 782.11            | 60 939.51           | 26 501.25          | \$379 222.87       |
| November                                    | 0                     | 24 514.85           | 0                  | \$24 514.85        |
| December                                    | 0                     | 9017.11             | 6594.07            | \$15 611.18        |
| January 2007                                | 0                     | 39 132.08           | 18 031.38          | \$57 163.46        |
| February                                    | 0                     | 11 001.60           | 3546.99            | \$14 548.59        |
| March                                       | 0                     | 28 449.11           | 0                  | \$28 449.11        |
| April                                       | 668 431.09            | 62 803.67           | 10 758.39          | \$741 993.15       |
| May   | 299 822.49            | 20 883.60           | 14 159.79          | \$334 865.88       |
| June  | 0                     | 0                   | 4687.17            | \$4687.17          |
| <b>Subtotal</b>                             | <b>\$2 060 970.32</b> | <b>\$280 413.12</b> | <b>\$95 023.18</b> | <b>\$2 436 407</b> |
| Non media placement<br>administrative costs |                       |                     |                    | \$28 494           |
| <b>Total</b>                                |                       |                     |                    | <b>\$2 464 901</b> |