

QUESTION TAKEN ON NOTICE

ADDITIONAL BUDGET ESTIMATES HEARING: 24 FEBRUARY 2009

IMMIGRATION AND CITIZENSHIP PORTFOLIO

(51) Output : Internal Product

Senator Barnett asked:

Government Advertising

- (1) What communications programs has the Department/Agency undertaken, since 1 December 2007, or are planning to undertake?
- (2) For each program, what is the total spend? Please detail including media advertisements (where placed and costs)
- (3) What was the total spend on advertising by the Department/Agency in CY 2008 and so far for FY 2008/09?

Answer:

DIAC

A list of communications programs undertaken by DIAC since 1 December 2007 is at Attachment A. The list includes details of the total spend and media advertisements.

The total spend for each communications program includes costs other than advertising, such as graphic design and material costs. In addition, the total spend is for the life of the program and may include costs incurred prior to the calendar year 2008. As such, the total value of these programs may not be reflected in the total spend on advertising figure below.

A list of planned communications programs by DIAC is at Attachment B.

Total spend on advertising for calendar year 2008 was \$610,716. This value includes advertising for items such as recruitment (excluding gazettal) and tenders in addition to advertising components of communications programs.

Spend on advertising for financial year 2008-09 to date (up to March 2009) is \$424,305.

MRT-RRT

No communications programs have been undertaken by MRT-RRT since 1 December 2007.

No communications programs are currently planned by MRT-RRT.