

SENATE LEGAL AND CONSTITUTIONAL LEGISLATION COMMITTEE
AUSTRALIAN FEDERAL POLICE

Question No. 107

Senator Ludwig asked the following question at the hearing on 25 May 2006:

Advertising and Market Research:

- a) Have any additional bodies been added?
- b) Has any additional money been earmarked from this Budget for advertising and marketing?

The answer to the honourable senator's question is as follows:

- a) No.
- b) In the 2006-07 Budget, AFP received advertising funding for one new measure, Missing Persons – improving national coordination.

The new funding of \$1.25m over four years will be utilised for an extensive media advertising campaign during the National Missing Persons Week each year. This campaign will be promoted through television, radio and print media.