

QUESTION TAKEN ON NOTICE

BUDGET ESTIMATES HEARING: 21-22 May 2007

IMMIGRATION AND CITIZENSHIP PORTFOLIO

(153) Output 2.3: Australian Citizenship

Senator Hurley asked:

1. How much is being spent on print media as part of the Department's citizenship campaign, i.e. for the promotion of Australian citizenship and citizenship test?
2. How much is being spent on radio promotion?
3. How much is being spent on electronic media?

Answer:

Promotion of Australian Citizenship

In 2006-07, expenditure on the advertising campaign is expected to be:

1. Print media - \$434,455
2. Radio - nil
3. Electronic media - \$2,122,518

Citizenship test public information campaign

No decision has been made on the breakdown of expenditure for the information activities.