

PUBLIC

STANDING COMMITTEE on ESTIMATES AND FINANCIAL OPERATIONS

ADDITIONAL QUESTIONS

Monday, 27 July 2009

Minister for Local Government; Citizenship and Multicultural Interests

Question No C7 Hon Ken Travers MLC asked for the following categories –

- i) Media and Marketing;
- ii) Advertising; and
- iii) Consultants.

- 7.1 Please provide how much was spent on the above in the 07/08 and 08/09 financial years?
- 7.2 How much is budgeted to be spent in each area in the 09/10 financial year?
- 7.3 Can you please define what activities you include in each of these areas?
- 7.4 Are there any activities that could be included in the *ordinary meaning* of the words that are not included in the above figures and if yes, please detail?

Answer 7.1: i) Media and Marketing 07/08 \$14,036; 08/09 \$6,275
ii) Advertising 07/08 \$59,873; 08/09 \$262,989
iii) Consultants 07/08 \$3,862 ; 08/09 \$20,512

Answer 7.2: The Department has not yet finalised internal budget allocations for 2009/10. These activities will be determined in consideration of Department wide priorities and commitments.

Answer 7.3: i) Media and Marketing:- Activities associated with media monitoring, displays, promotional materials, etc to promote the services of the Department.
ii) Advertising:- Activities include radio / print advertising to promote the Department's services / activities.
iii) Consultants:- Where persons are engaged on a fee for service basis to provide strategic advice for Government to act on.

Answer 7.4: Activities undertaken for the purpose of providing explanatory information to stakeholders have been excluded.

Statutory advertising / public notice advertising have been excluded.

