

**ESTIMATES COMMITTEE**  
**Question Taken on Notice**

**Question Number:** 5-21

**Output Number:** 16.1

**Date:** 19/06/2023

**From:** Mr Bill Yan

**To:** Hon Natasha Fyles

**Portfolio:** Chief Minister

**Agency:** Chief Minister & Cabinet

**Subject:** Marketing and media expenditure

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**QUESTION**

What was the total cost of marketing and media for the agency for the reporting period?

**ANSWER**

Detailed response is provided as part of Global Written Question 542 – 20 (communications and marketing).

Advertising and communication expenditure for the period of 1 July 2022 to 31 March 2023 is \$1 650 684 inclusive of design, commission and placement costs.