
From: Simone Brandon
Sent: Thursday, 14 December 2017 9:45 AM
To: Portfolio Committee 1
Cc:
Subject: RE: Alcohol advertising inquiry - transcript and questions on notice - 5 December 2017

Regarding the question on notice:

Ms Brandon, referring to the advertising industry, how much would it constitute in creative work or the like?

Answer: There is no publicly available figure for the proportion of alcohol advertising spend. AANA members typically do not make public their advertising spend because it is competitively sensitive information.

Regards

Simone Brandon
Director of Policy & Regulatory Affairs

Australian Association of National Advertisers

