

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
FAMILIES, HOUSING, COMMUNITY SERVICES AND
INDIGENOUS AFFAIRS PORTFOLIO
2010-11 Supplementary Estimates Hearings

Outcome Number: Cross

Question No: 046

Topic: Advertising

Hansard Page: Written

Senator Fifield asked:

How much has the Department and portfolio agencies spent on advertising and marketing since Budget Estimates?

Answer:

The total spent on advertising and marketing for the FaHCSIA portfolio agencies is unavailable without using significant time and resources.

Since the 2010 Budget Estimates hearing (1 June to 31 December 2010) FaHCSIA has spent the following on advertising:

	1 June to 31 December 2010 (GST inclusive)
Campaign Advertising	
The Line	\$4,999,723
Paid Parental Leave communication campaign	\$3,900,039
Non-campaign advertising	\$1,184,736
Includes advertising of tenders, expressions of interest, requests for submissions, information sessions, consultation and training sessions, event promotions, and recruitment advertising.	
TOTAL	\$10,084,498