

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: 048

Topic: Advertising and Marketing

Hansard Page: Written

Senator Fifield asked:

What communications programs has the Department and portfolio agencies undertaken since additional estimates and what communications programs are planned to be undertaken? For each program, what is the total spend?

Answer:

Communication programs undertaken and associated costs since Additional Estimates 2010 (1 February 2010 – 13 December 2010) are listed in the table below. Also included is the total planned expenditure for each of the two campaigns.

No further communication programs for FaHCSIA are currently planned.

FaHCSIA's portfolio agencies have not undertaken any communication programs as outlined above.

Communication Program	Total spend
International Day of People with Disability (IDPwD) – television and radio Community Service Announcements updated and distributed to Australian networks, Avant Card release, promotion of the Day and the National Disability Awards via Facebook and Twitter	\$268,164 (GST inclusive)
<i>The Line</i> Campaign	\$10,552,636 (GST inclusive) (The planned expenditure for this campaign is \$17 million over four years.)
<i>Paid Parental Leave</i> campaign	\$4,605,568 (GST inclusive) (The planned expenditure for this campaign is \$12.092 million over two years.)