

**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:** 4

**Question No:** 120

**Topic:** Advertising spend under Outcome 4

**Hansard Page:** 21/10/10 – CA93

**Senator Fierravanti-Wells** asked:

- How much was the final spend in the department on government advertising for outcome 4 last financial year?
- How much was spent on advertising the Secure and Sustainable Pensions changes last financial year?
- Could you also tell me about any plans for further government advertising in relation to outcome 4?

**Answer:**

- The final spend on advertising for Outcome 4 (Seniors) in the 2009-10 financial year was \$1,167,000 (including GST).
- This was the total advertising spend for the Secure and Sustainable Pensions information campaign. There was no other expenditure on advertising for Outcome 4 in 2009-10.
- There is no planned government advertising for Outcome 4 (as at November 2010).