

**Senate Community Affairs Committee**  
**ANSWERS TO ESTIMATES QUESTIONS ON NOTICE**  
**FAMILIES, HOUSING, COMMUNITY SERVICES AND**  
**INDIGENOUS AFFAIRS PORTFOLIO**  
**2012-13 Supplementary Estimates Hearings**

**Outcome Number:** Cross

**Question No:** 103

**Topic:** Household Assistance Package campaign

**Hansard Page:** 18/10/2012 - CA14

**Senator Moore** asked:

Please provide an itemised breakdown of the total spend (\$13,743,000) for all elements of the Household Assistance Package campaign at the end of last financial year?

**Answer:**

2011-12 Household Assistance Package total spend (excl. GST)

<b>Activity</b>	<b>at 30 June 2012</b>
Concept testing research	\$788,000
Benchmarking, tracking and evaluation	\$343,553
Creative development (television, radio, print, online) – two phases	\$1,812,580
Public Relations	\$60,000
Advertising	\$10,738,616
Disbursements	\$996
	<b>\$13,743,745</b>