

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 Outcome - Across Programs

Question No: 281

Topic: Government Advertising

Hansard Page: Written

Senator Boyce asked:

What was the total cost of all advertising for 2011-12? Is the advertising campaign or non-campaign advertising? Provide details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services.

Answer:

In 2011-2012 (to 30 June 2012), the Department (including SSAT and ORIC) spent \$13,484,875 (GST exclusive) on advertising.

The figure provided includes all centrally recorded advertising and does not incorporate any advertising conducted outside of the centralised process.

This figure comprises:

- **Campaigns advertising total** – \$11,298,226
 - The Line campaign
 - Household Assistance Package campaign

- **Non-campaign advertising total** – \$2,186,649
 - Includes recruitment Request for Tenders, Expressions of Interest, discussion papers, funding rounds, programs, international agreements.

All campaign advertising was placed through Universal McCann. All non-campaign advertising was placed through Adcorp.