

**SENATE STANDING COMMITTEE ON
EDUCATION, EMPLOYMENT AND WORKPLACE RELATIONS**

**QUESTIONS ON NOTICE
ADDITIONAL ESTIMATES 2008-09**

Outcome 1

DEEWR Question No. EW993_09

Senator Mason provided in writing.

Question

Early Childhood Learning Resources

In relation to the publication "Early childhood literacy and numeracy: Building good practice" and associated resources:

What was the cost of developing this resource (including the flash cards)?

Answer

The development and publication of the *Early childhood literacy and numeracy: Building good practice* booklet and associated resources commenced in March 2004. The resources were released by the then Minister (the Hon Julie Bishop MP) on 10 October 2007.

The cost of developing the booklet titled *Early childhood literacy and numeracy: Building good practice*, the *Early Childhood Literacy and Numeracy Cards*, and the *Early Childhood Learning DVD* was \$947,397.

This amount also included a limited print run and distribution of the resources. The first print run was for 12 000 copies of the booklet: *Early childhood literacy and numeracy: Building good practice*, 15 625 sets of the *Early Childhood Literacy and Numeracy Cards*, and 1 000 copies of the *Early Childhood Learning DVD*s. Of these, 11 605 copies of the booklet: *Early childhood literacy and numeracy: Building good practice*, 14 925 sets of the *Early Childhood Literacy and Numeracy Cards*, and 446 copies of the *Early Childhood Learning DVD* were distributed.

The resources were reprinted in 2008. The reprint included 1 000 000 copies of the booklet: *Early childhood literacy and numeracy: Building good practice*, 1 000 000 sets of the *Early Childhood Literacy and Numeracy Cards* and 20 000 copies of the *Early Childhood Learning DVD*s at a total cost of \$1,664,211.98. Of these, 880 714 copies of the booklet: *Early childhood literacy and numeracy: Building good practice*, 883 514 sets of the *Early Childhood Literacy and Numeracy Cards*, and 14 198 copies of the *Early Childhood Learning DVD* have been distributed at a total cost of \$828 483.49.