

**Senate Standing Committee on Education and Employment - Education**

**QUESTIONS ON NOTICE  
Additional Estimates 2013-2014**

**Cross Portfolio**

**Department of Education Question No. ED0450\_14**

**Senator McKenzie asked on 26 February 2014 , Hansard page 99**

**Question**

***Better Schools for Australia Campaign***

Senator McKENZIE: I am just following up on my previous questions around the promotion of the Better Schools for Australia campaign. How much was originally budgeted for that project? ..... Senator McKENZIE: ..... On notice, could you provide a breakdown of expenditure per medium?

**Answer**

\$21 million (GST exclusive) was allocated for the Better Schools campaign.

A breakdown of the gross expenditure (GST exclusive) per advertising medium is below:

(Gross expenditure refers to the total cost of media buy before all fees and GST).

<b>Medium</b>	<b>Expenditure</b>
Television	\$9,607,058
Radio	\$1,768,608
Digital Display	\$1,443,944
Digital Search	\$1,123,756.10
Print (newspaper and magazines)	\$2,666,668.56
Cinema	\$379,930.00