

Senate Standing Committee on Community Affairs

ADDITIONAL ESTIMATES – 24 FEBRUARY 2011 ANSWER TO QUESTION ON NOTICE

Human Services Portfolio

Topic: News for Seniors

Question reference number: HS 16

Senator: Fierravanti-Wells

Type of question: Hansard CA pages 97-98

Date set by the committee for the return of answer: 8 April 2011

Number of pages: 1

Question:

- a) **Senator FIERRAVANTI-WELLS** - Could you give me a breakdown of the costs? In terms of the production in other languages, do you outsource the translation?

Mr Jongen - Yes. Unfortunately I do not have a breakdown of the costs, but I can take that on notice.

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- b) **Senator FIERRAVANTI-WELLS** - Could you take on notice income from the advertising?

Mr Jongen - I am afraid I will have to take that on notice. Off the top of my head - just to assist you - I think it is in the order of \$200,000 per edition.

Answer:

- a) The total cost for production and distribution of the last issue of *News for Seniors* (Issue 83) was \$1,400,802 (GST inclusive). The cost consisted of:
- English version (design and print) \$485,260;
 - translated versions (translation, design and print) \$81,743;
 - audio version (production) \$59,309; and
 - total postage \$774,490.

The translation of the language versions of *News for Seniors* is outsourced to Ethnic Links Pty Ltd.

- b) Revenue generated from advertising, used to offset production costs; from the last issue of *News for Seniors* (issue 83) revenue was \$257,000. Total revenue from three issues published in 2010 was \$773,000.