

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

Additional Estimates 2011-2012, 15 February 2012

Question: E12-391

OUTCOME 8: Indigenous Health

Topic: APPOINTMENT OF TOM CALMA AS NATIONAL COORDINATOR

Written Question on Notice

Senator Boyce asked:

Can the Department detail how the \$44,000 awarded to Adcorp Australia Pty Ltd was spent in advertising for this role [2009-10 AR p399] – what mediums, TV, radio etc?

Answer:

The \$44,000 awarded to Adcorp Australia Pty Ltd for advertising was spent on newspaper advertisements in a number of publications across the country, as follows:

- Adelaide Advertiser;
- Alice Springs Centralian Advocate;
- Australian;
- Brisbane Courier Mail;
- Canberra Times;
- Koori Mail;
- Melbourne Age;
- National Indigenous Times;
- Northern Territory News;
- Sydney Morning Herald; and
- West Australian.