

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

Additional Estimates 13 & 15 February 2013

Question: E13-012

**OUTCOME 1:** Population Health

**Topic:** Cost of *Swap It, Don't Stop It* campaign

**Type of Question:** Hansard page 39

**Senator:** Senator Fierravanti-Wells:

**Question:** Can you tell me how the \$49 million was spent and in what years?

**Answer:**

**Funding**

The funding provided under the National Partnership Agreement on Preventive Health (NPAPH) for phase two of the Measure Up Social Marketing Campaign Comprises: \$31.75 million (Commonwealth own-purpose expenditure) and \$18 million (state/territory funding for local level activities) over four years from 2009-10.

**Funding (ex GST)**

	2009-10 (\$m)	2010-11 (\$m)	2011-12 (\$m)	2012-13 (\$m)	TOTAL (\$m)
<b>NPAPH allocation:</b>					
<b>Commonwealth</b>	1.4	13.85	13.5	3.00	31.75
<b>Funding to State/territory</b>	-	6.00	6.00	6.00	18.00
<b>Total Funding</b>	<b>1.40</b>	<b>19.85</b>	<b>19.50</b>	<b>9.00</b>	<b>49.75</b>

Note: Responsibility for the Measure Up Social Marketing campaign transferred to the Australian National Preventive Health Agency in January 2011.

**The amount spent on the Swap It, Don't Stop It campaign (ex GST).**

Purpose	2009-10 (\$)	2010-11 (\$)	2011-12 (\$)	2012-13 (\$) up to 1 May 2013	Total (\$)
Creative, Research and Development	772,400.00	1,705,581.49	2,317,689.39	766,505.66	4,789,776.54
Media Buy	0.00	8,957,796.76	9,034,863.28	0.00	17,992,660.04
Campaign Resources	0.00	120,848.08	572,294.46	35,700.60	1,501,243.14
State and Territory Supporting Activities	0.00	6,000,000.00	6,000,000.00	6,000,000.00	18,000,000.00
<b>Total</b>	<b>772,400.00</b>	<b>16,784,226.33</b>	<b>17,924,847.13</b>	<b>6,802,206.26</b>	<b>42,283,679.72</b>