

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
FAMILIES, HOUSING, COMMUNITY SERVICES AND
INDIGENOUS AFFAIRS PORTFOLIO
2012-13 Budget Estimates Hearings

Outcome Number: Cross

Question No: 12

Topic: Campaigns

Hansard Page: 28/05/2012 - CA23

Senator Bernardi asked:

What is the anticipated spend for 2012-13 on Communications, including PR Campaigns and advertising?

Answer:

The total budget allocated for the Department to conduct communication campaigns in 2012-13, which may include public relations or advertising components, is \$33,240,000 (GST exclusive).

Budgets have been allocated to the following campaigns for 2012-13:

- \$1,760,000 for The Line campaign;
- \$21,698,000 for the Household Assistance Package campaign;
- \$8,500,000 for a proposed Schoolkids' Bonus campaign; and
- \$1,282,000 for the Dad and Partner Pay campaign.