

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: 6

Question No: 186

Topic: The Line Campaign

Hansard Page: 28/05/2012 CA44

Senator Cash asked:

Can you provide a breakdown of the \$14,154,679 spent on The Line Campaign into print advertising, radio advertising, online advertising and online web?

Answer:

Advertising and online/web expenditure to 31 March 2012 (GST exclusive):

Print advertising (including print-handicapped materials)	\$1,300,444
Radio advertising	\$2,656,951
Online advertising (including digital display and search)	\$2,738,618
Online/web (including web development, moderation and maintenance)	\$1,473,983
Total	\$8,169,996*

*Excludes contract management fees.