

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: 412

Topic: Government advertising

Hansard Page: Written

Senator McKenzie asked:

What was the total cost of all advertising for the financial year to date? Is the advertising campaign or non-campaign advertising? Provide details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services.

Answer:

The total cost of all campaign advertising for the financial year to date to 31 May 2012 is \$1,788,818 (GST exclusive), broken down as follows:

Campaign name	Program description	Total spend Advertising 2011-12 to 31 May (GST excl.)	Total spend Media buy 2011-12 to 31 May (GST excl.)	Total Spend Creative 2011-12 to 31 May (GST excl.)	Business
The Line	The Line is a four-year, \$17 million, campaign targeting youth and their influencers, designed to change violence-supportive attitudes in an effort to effectively reduce the incidence and impact of violence in Australia by 2021.	\$499,327	\$433,558	\$65,769	Media buy – Universal McCann Creative development and production – JWT
Dad and Partner Pay	The Dad and Partner Pay campaign will support the introduction of the new payment, from 1 January 2013, as a new entitlement for working fathers and partners, pending the passage of legislation.	Nil	Nil	Nil	n/a

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Household Assistance Package (HAP)	The HAP campaign is driven from the Clean Energy Future Plan, of which the introduction of a carbon pricing mechanism is a central component. The campaign aims to increase awareness and understanding of components of the payments and concessions available to millions of Australians through HAP.	\$1,289,491	Nil	\$1,289,491	Media buy – Universal McCann Creative development and production – Clemenger BBDO
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