

**Senate Community Affairs Committee**  
**ANSWERS TO ESTIMATES QUESTIONS ON NOTICE**  
**FAMILIES, HOUSING, COMMUNITY SERVICES AND**  
**INDIGENOUS AFFAIRS PORTFOLIO**  
**2013-14 Budget Estimates Hearings**

**Outcome Number:** Cross

**Question No:** 11

**Topic:** Marketing and advertising

**Hansard Page:** 03/06/2013 - CA10

**Senator Cash** asked:

Since 2008, how much does the Department spend on marketing and advertising each financial year?

**Answer:**

The total expenditure on advertising (creative and media) since 2008, as published in the Department's annual reports, is as follows:

2008-09: \$11,249,510 (GST inclusive)

2009-10: \$10,927,386 (GST inclusive)

2010-11: \$15,975,960 (GST inclusive)

2011-12: \$16,680,949 (GST inclusive)

Details of expenditure on marketing since 2008 are not readily available for the Department without the use of significant resources.