

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: 13

Topic: DisabilityCare Australia Campaign

Hansard Page: 03/06/2013 - CA13

Senator Fifield asked:

In regard to the media buy, what is the breakdown of TV advertising, radio advertising and print?

Answer:

Figures as at 31 May 2013 (excluding GST):

Television:	\$6,101,997
Radio:	\$1,714,489
Print (newspaper and magazine):	\$3,824,323