

**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 Outcome - Across Programs

**Question No:** 17

**Topic:** DisabilityCare Australia Campaign

**Hansard Page:** 03/06/2013 CA15-16

**Senator Fifield** asked:

Is it possible to provide a breakdown of spending that will be launch site specific as opposed to the national spend or the national message? Will there be a ballpark figure? Of the \$22 million, will 50 per cent or one-quarter be on the launch sites?

**Answer:**

The campaign strategy is based on broad national messaging to raise awareness and understanding about DisabilityCare Australia, supported by more detailed and targeted information in launch locations to ensure people understand the gradual intake in their area.

In addition to national mass media advertising, (TV, radio, print, digital) the media buy includes specific print and radio launch site messaging to ensure effective geographic targeting. Public relations activity will be used to extend the reach of the advertising, using the same approach.

The specific cost breakdown of spending in launch sites across both media and public relations, as opposed to national spend, is not readily available without the use of significant resources.