

**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:** 26

**Topic:** DisabilityCare Australia Campaign

**Hansard Page:** 03/06/2013 - CA22

**Senator Fifield** asked:

What is the breakup of the media buy in the next financial year?

**Answer:**

The breakdown of the media buy for the 2013-14 financial year as at 31 May 2013 is as follows (GST exclusive):

Television	\$3,032,245
Print (press and magazine)	\$1,519,126
Radio	\$640,651
Digital	\$2,359,000
CALD	\$575,870
Indigenous	\$149,646
Print handicapped*	\$25,463

\*Print handicapped is a radio reading service to meet the information needs of people who are unable to access material in printed formats.

A total of \$1,490,000 has been set aside for additional advertising in financial year 2013/14 should it be required.