

**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:** 29

**Topic:** Campaigns

**Hansard Page:** 03/06/2013 - CA25

**Senator Cash** asked:

Could you provide a breakdown of the budgeted cost for the advertising for this financial year, and in the forward years?

**Answer:**

The budgeted cost of campaign advertising for this financial year is \$34,184,316 and next financial year is \$14,512,510.

The breakdown for each campaign is as follows:

- Dad and Partner Pay: \$800,000 in 2012-13; \$1,853,000 in 2013-14
- DisabilityCare Australia: \$7,714,490 in 2012-13; \$9,629,510 in 2013-14
- Household Assistance Package: \$19,629,826 in 2012-13; nil in 2013-14
- Schoolkids Bonus: \$5,440,000 in 2012-13; \$3,030,000 in 2013-14
- The Line: \$600,000 in 2012-13; nil in 2013-14