

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH PORTFOLIO

Budget Estimates 2015 - 2016, 1 – 2 June 2015

Ref No: SQ15-000485

OUTCOME: 1 - Population Health

Topic: National Drugs Campaign

Type of Question: Hansard Page 102, 2 June 2015

Senator: Moore, Claire

Question:

Can we get information on how much the 2009-10 campaign cost to make a comparison (with the 2015 Ice campaign)?

Answer:

The Ice component of the National Drugs Campaign, which was made and launched in 2007 and aired again in 2009, cost approximately \$7.6 million. This included the production costs and the media buys in 2007 and 2009. The campaign targeted young people 15-24 years of age and included one television advertisement along with print, radio and cinema advertising.

The Ice campaign produced and aired in 2015 cost approximately \$9.3 million. It includes three television advertisements, four online videos, cinema, digital and social media advertising. The 2015 campaign targets young people 14-25 years and parents of 14-25 year olds.