

**Senate Community Affairs Committee**  
**ANSWERS TO ESTIMATES QUESTIONS ON NOTICE**  
**SOCIAL SERVICES PORTFOLIO**  
**2015-16 Budget Estimates Hearings**

**Outcome Number: Cross Outcome - Across Programmes    Question No: SQ15-000642**

**Topic: Aged Care Reforms**

**Hansard page: Written**

**Senator Siewert, Rachel** asked:

Can the Department provide a breakdown of the costs for campaign to promote the aged care reforms and changes including:

- Advertising
- Marketing
- Focus testing
- Consultants and/or outside expertise to test different campaign messaging

**Answer:**

See SQ15-000640.