

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

**Outcome Number: Cross Outcomes – Across Programmes Question No: SQ15-000422**

**Topic: Promotional Merchandise**

**Hansard page: Written**

**Senator Question Submitted by Senator Lines:**

1. How much has the Department spent in the category of Promotional Merchandise in the last twelve months?
2. Can you please outline the nature of promotional merchandise purchased, the number of units purchased and the intended use of each type of merchandise?

**Answer:**

1. The Department has spent **\$238,909.00** (GST incl.) on Promotional Merchandise in the last twelve months to 31 March 2015.
- 2.

| Item type  | Quantity purchased  | Purpose  |
|--|---|--|
| Childrens T-Shirts<br>Backpacks<br>Mugs and toothbrushes | 3500<br>4000<br>8000 of each  | 'Footprints in Time' incentives provided to Longitudinal Study of Indigenous Children (LSIC) following interviews to retain participants in the study. |
| Better practice complaint handling USBs                  | 1000  | Digital Version of the Aged Care Complaint Scheme – Better Complaint Handling Guide, including industry educational resources.                         |
| Harmony Day Promotional Products                         | 350,000 Stickers<br>550,000 Balloons<br>65,000 Posters<br>400,000 Ribbons | Promotional products for Harmony Day (national event) held on 21 March annually.   |
| Personal Helpers and Mentors (PHaM's) Pens               | 5000  | Given to providers and used for general promotion of Personal Helpers and Mentors (PHaM's)   |