

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH PORTFOLIO

Budget Estimates 2017 - 2018, 29 & 30 May 2017

Ref No: SQ17-000851

OUTCOME: 6 - Ageing and Aged Care

Topic: My Aged Care Advertising Campaign

Type of Question: Written Question on Notice

Senator: Polley, Helen

Question:

- a) Can you provide a breakdown of the total expenditure for the My Aged Care national awareness campaign, including total media placement costs (broken down by newspapers, magazines, radio, digital and social media), total consultant costs, service costs and any other costs.
- b) Can you provide all materials produced as part of the My Aged Care national awareness campaign?
- c) Can you provide all contracts relating to the My Aged Care national awareness campaign?

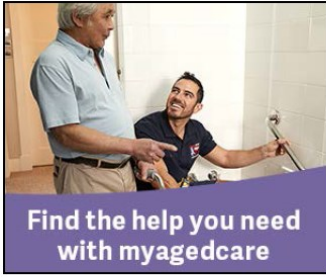
Answer:

- a) As at 14 June 2017, \$631,576 (GST excl) has been expended on the My Aged Care national awareness campaign:
 - a. Total consultant costs: \$163,500; and
 - b. Service costs: \$468,076.
- b) The print and radio advertisements for the campaign are available through the 'Resources' page located on the My Aged Care website. They can be accessed via the following link: myagedcare.gov.au/resources. Please note these pages also include resources which were developed alongside the campaign as part of ongoing public relations activities. These include a brochure, poster, fridge magnet and Indigenous animation. The digital advertising materials are at Attachment A.
- c) My Aged Care national awareness campaign contracts, all of which are available on AusTender, are:
 - a. Creative services for My Aged Care Campaign: 303MullenLowe
 - b. Creative services for Aged Care Campaign: 26 Letters
 - c. Creative services for Aged Care Campaign: 26 Letters
 - d. Market Research Services: Taylor Nelson
 - e. Media drivers dashboard: D2D Data 2 Decisions.

Question on Notice – My Aged Care Campaign

Media	Type	Size
Digital	MREC	300 x 250
	Skyscraper	160 x 600
	Half page	300 x 600
	Digital banner	1200 x 627; 627 x 627
	Leaderboard	728 x 90
	Mobile banner	300 x 50
	Facebook	1200 x 628
	eDMs	300 pix; 480 pix; 450 pix; 600 pix

Mainstream and Culturally and Linguistically Diverse



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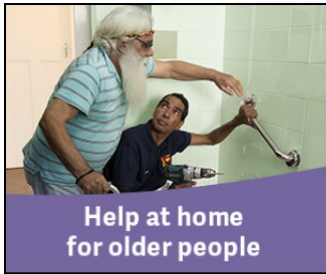


Australian Government | myagedcare

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Digital – Skyscraper 160 x 600

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Find the help
you need with
myagedcare



Help with
household jobs



Help with
nursing and
personal care



Connect with



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Help at
home for
older people



Help with rides
around your
community



Help inside
and outside
your home



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myagedcare

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Digital – Half page 300 x 600

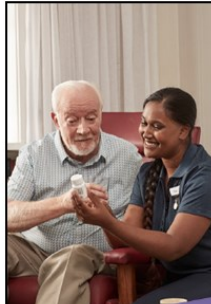
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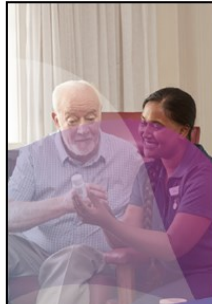
Find the help you need with myagedcare



Help with household jobs



Help with nursing and personal care



Connect with



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Learn more

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Aboriginal and Torres Strait Islander



Help at home for older people



Help with rides around your community



Help inside and outside your home



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Digital – Leaderboards 728 x 90

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Find the help you need with myagedcare	 Australian Government	 myagedcare
Help with household jobs	 Australian Government	 myagedcare
Help with nursing and personal care	 Australian Government	 myagedcare
<i>Connect with</i>	Learn more	 Australian Government
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Aboriginal and Torres Strait Islander

Help at home for older people	 Australian Government	 myagedcare
Help with rides around your community	 Australian Government	 myagedcare
Help inside and outside your home	 Australian Government	 myagedcare
<i>Connect with</i>	Learn more	 Australian Government
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The creative was also resized into digital banner ads.

Digital – Mobile banner 300 x 50

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**Find the help you need
with my aged care**

Help with household jobs

**Help with nursing
and personal care**

Connect with
Learn more



www.myagedcare.gov.au

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Aboriginal and Torres Strait Islander

Help at home for older people

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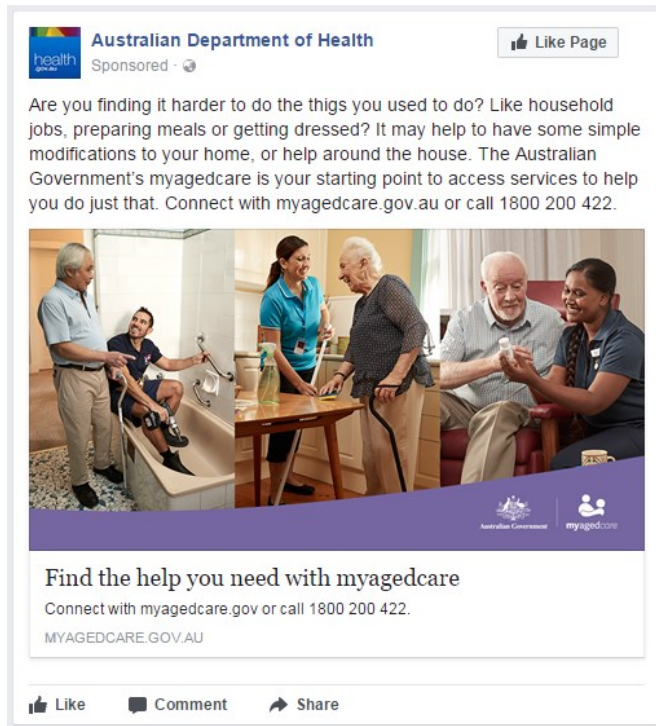


www.myagedcare.gov.au

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Digital – Facebook ads (mock version only)

Mainstream and Culturally and Linguistically Diverse



Australian Department of Health
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Are you finding it harder to do the things you used to do? Like household jobs, preparing meals or getting dressed? It may help to have some simple modifications to your home, or help around the house. The Australian Government's myagedcare is your starting point to access services to help you do just that. Connect with myagedcare.gov.au or call 1800 200 422.



Find the help you need with myagedcare
Connect with myagedcare.gov or call 1800 200 422.
MYAGEDCARE.GOV.AU

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The image below replaces the image in the Mainstream and Culturally Linguistically Diverse Facebook ad mock.

