

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
FAMILIES, HOUSING, COMMUNITY SERVICES AND
INDIGENOUS AFFAIRS PORTFOLIO
2012-13 Supplementary Estimates Hearings

Outcome Number: Cross

Question No: 102

Topic: Household Assistance Package Advertising

Hansard Page: 18/10/2012 - CA12

Senator Fifield asked:

In the Household Assistance Package ads there were three kitchen sets used. Please advise how many seconds each of the kitchen sets were actually on the screen?

Answer:

The advertisement ran for a total of 45 seconds. The breakdown is as follows:

- 12.12 seconds – Youth scene
- 10.99 seconds – Family scene
- 19.07 seconds – Seniors scene, including the calendar close-up and HAP logo
- 2.82 seconds – Authorisation