

**Senate Community Affairs Committee**  
**ANSWERS TO ESTIMATES QUESTIONS ON NOTICE**  
**SOCIAL SERVICES PORTFOLIO**  
**2014-15 Supplementary Estimates Hearings**

**Outcome Number:** 2

**Question No:** 373

**Topic:** Stronger Relationships Trial

**Hansard Page:** Written

**Senator Brown** asked:

How is the program advertised? If so, how much has been spent?

**Answer:**

Targeted online advertising for the *Stronger Relationships* trial ran from 16 September to 14 October 2014. This included Google search, promoted posts on Facebook, banner advertising and advertorial.

The total cost of this online advertising was \$44,976 (GST exclusive).