

**Senate Committee: Education and Employment**

**QUESTION ON NOTICE  
Additional Estimates 2014 - 2015**

**Outcome: Cross Portfolio - Corporate**

**Department of Education and Training Question No. SQ15-000251**

Senator Carr, Kim asked on 25 February 2015, Hansard page 16

***Advertising - radio and TV***

**Question**

Senator KIM CARR: So what is the \$2.3 million spent on? Can you take me through that line by line?

Ms Paul: It would be spent broadly on exactly what you have asked for—that is, the creatives for the TV ads and any type of actual ads are developed in that creative.

Senator KIM CARR: Can we get a breakdown of the difference between the radio and TV on that?

Ms Paul: Sure. It should be possible.

**Answer**

The \$2.3 million creative budget allocation was earmarked for the development of the campaign's creative concepts. This included execution across a range of channels including television, radio, print, digital and out-of-home.

The creative budget cannot be disaggregated because development was integrated across channels.