

**Senate Standing Committee on Education Employment and Workplace
Relations**

**QUESTIONS ON NOTICE
Budget Estimates 2013-2014**

Cross Portfolio

DEEWR Question No. EW0232_14

Senator McKenzie asked on 5 June 2013, Hansard page 92

Question

Child Care Assistance campaign

Senator McKENZIE: Did you retender that or is it the same campaign rolling over, with the same content? Ms Paul: You are testing me, aren't you? Mr Manthorpe: I might be able to help. Ms Paul: Oh, there you go. Mr Manthorpe: I think it is the same creative agency. Much of the creative material is the same, essentially—updated for the current campaign but the same as was used a couple of years ago. Senator McKENZIE: So the \$8 million goes to TV— Mr Manthorpe: There is a little bit on creative and the bulk of it would be on the advertising spend. Senator McKENZIE: Could you break that down on notice? Mr Manthorpe: We can take it on notice. Senator McKENZIE: That would be great. Ms Paul: We have them here, but we can take it on notice. The main part looks to be for Universal McCann for media placement, which includes the TV, radio, print and online. The rest in the normal way would be the creative et cetera.

Answer

\$7.8 million was spent on the 2013 Child Care Assistance campaign and this includes:

- *Universal McCann* (\$7.26 million) – for a media buy which includes television, radio, print and online advertising. A proportion of the media buy is also directed towards those from Indigenous and non-English speaking backgrounds.
- *Orima Research* (\$51 084) – for qualitative market research services to test the effectiveness of the creative material.
- *TNS Research* (\$270 000) – for quantitative market research services to evaluate the effectiveness of the campaign.
- *Vinten Browning* (\$115 293) – for creative services for the campaign.
- *Child Care Assistance information brochure* (\$107 648) – for distribution (using Bluestar) to approved child care service providers; and in Bounty Bags for new mothers (distributed through Bauer Media Group).