

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

**QUESTIONS ON NOTICE  
Budget Estimates 2011-2012**

**Cross Portfolio**

**DEEWR Question NoEW0004\_12**

**Senator Abetz provided in writing.**

**Question**

**Government Advertising**

What communications programs has the department/agency undertaken, or are planning to undertake? For each program, what is the total spend?

**Answer**

The department undertook the Child Care Assistance campaign to inform of changes to the Child Care Rebate. As at 17 June 2011, the total spend for the campaign is \$5,436,322 (including GST).

The department has undertaken developmental work into an Adult Language, Literacy and Numeracy campaign which aims to encourage people with low language, literacy or numeracy skills to seek and access help to improve their skills. As at 17 June 2011, the total spend for the campaign is \$243,930 (including GST).

The department has also undertaken developmental work for the Building Australia's Future Workforce campaign which aims to raise awareness and encourage take up of Australian Government programs to increase workforce skills, participation and diversity. As at 17 June 2011, the total spend for the campaign is \$100,000 (including GST).