

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

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

Outcome 1 - Early Childhood Education and Child Care

DEEWR Question No. EW0866_12

Senator Back asked on 20 October 2011, Hansard page 110

Question

Child Care Advertising Campaign

Senator BACK: Speaking of the campaign, could you take on notice what the cost of the advertising campaign has been to date and what measures you have in place to indicate whether there has been an increase in the numbers applying as a result of the advertising campaign?

Answer

The total cost of the Child Care Assistance campaign is \$7.6 million (excluding GST). This includes the media placement and distribution of posters to child care centres Australia wide, the engagement of creative and research agencies as well as advertising for television, internet, print and radio.

The department works closely with the Department of Human Services (Centrelink) to monitor information relating to the number of claims from families for the Child Care Rebate. From the beginning of the campaign online claims for child care payments have nearly tripled in number and paper claims have increased by 10 per cent and continue to grow.

As at 31 October 2011, 191,354 families have taken up the Child Care Rebate fortnightly option. This is around 25 per cent of the total Child Care Rebate recipients. For the total of 191,354 families: 115,838 families chose to have it paid direct to their child care service (60 per cent) and 75,516 families direct to their bank accounts.