

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

Additional Estimates 2010-2011, 23 February 2011

Question: E11-121

OUTCOME 0: Whole of Portfolio

Written Question on Notice

Topic: HEALTH REFORM

Senator Fierravanti-Wells asked:

How much was spent on publicising the Health Reform Mark I reforms now dumped – television/radio/print advertising?

Answer:

Approximately \$9.6 million was spent on television, radio, and print advertising.