

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
FAMILIES, HOUSING, COMMUNITY SERVICES AND
INDIGENOUS AFFAIRS PORTFOLIO
2010-11 Additional Estimates, 24 February 2011

Outcome Number: Cross

Question No: 13

Topic: Advertising and Marketing

Hansard Page: Written

Senator Cash asked:

How much has the Department spent on advertising and marketing since 1 July 2010? What is the justification for this expenditure?

Answer:

The table below details the advertising expenditure by the Department from 1 July 2010 to 28 February 2011. All figures provided are GST exclusive.

<p>Campaign advertising</p> <p>Includes TV, radio, print, online and search engine advertising</p>	<p>Paid Parental Leave: \$5,069,755</p> <p><i>The Line</i>: \$2,693,505</p> <p>TOTAL: \$7,763,260</p>
<p>Non-campaign advertising</p> <p>Includes Requests for Tender and Expression of Interest notices, advertising of discussion papers, funding rounds, programs, international agreements, etc as well as recruitment advertising</p>	<p>Non-campaign: \$851,967</p> <p>Recruitment: \$354,304</p> <p>TOTAL: \$1,206,271</p>
<p>TOTAL (All figures are subject to rounding).</p>	<p>\$8,969,531</p>