

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

Outcome Number: Cross

Question No: 28

Topic: Paid Parental Leave Campaign

Hansard Page: 24/2/2011 – CA10

Senator Fifield asked:

To provide some context for the \$4.6 million-odd for this campaign, could you provide comparisons with the Pensioner Reform campaign and the Stimulus Package campaign?

Answer:

The total cost of the Secure and Sustainable Pensions campaign was approximately \$1.7 million.

The total cost of the Economic Stimulus Package campaign, which included the First Home Owners Boost, was approximately \$9 million.