

**Senate Community Affairs Committee**  
**ANSWERS TO ESTIMATES QUESTIONS ON NOTICE**  
**FAMILIES, HOUSING, COMMUNITY SERVICES AND**  
**INDIGENOUS AFFAIRS PORTFOLIO**  
**2012-13 Additional Estimates Hearings**

**Outcome Number: 1**

**Question No: 70**

**Topic:** Schoolkids Bonus

**Hansard Page:** 14/02/2013 - CA17

**Senator Cash** asked:

Can you provide the media strategy prepared by Universal McCann providing a breakdown of the media buy?

**Answer:**

The media strategy is reflected in the budget allocated to various forms of media. For 2012-13, expenditure of \$5.05 million (GST exclusive) is anticipated for advertising booked for the Schoolkids Bonus campaign. The breakdown is as follows:

|  |                    |
|--|--------------------|
| Digital (including display, search and non-commissionable display and search)        | \$1,417,000        |
| Television   | \$1,269,352        |
| Newspapers   | \$713,496          |
| Radio  | \$561,510          |
| CALD media (including non-commissionable)  | \$300,625          |
| Indigenous media   | \$136,017          |
| Online television (including non-commissionable)                                     | \$122,000          |
| Magazines  | \$102,600          |
| Print-handicapped media  | \$10,939           |
| Administration, commission, commission rebate, fees, reporting, despatch, production | \$416,461          |
| <b>Total</b>   | <b>\$5,050,000</b> |