

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: 74

Topic: Schoolkids Bonus

Hansard Page: 14/02/2013 CA20

Senator Cash asked:

Please provide the brief that was given to the advertising agency to develop the strategy for the Schoolkids Bonus advertisements.

Answer:

The creative brief was:

- to develop a creative strategy for the Australian Government's Schoolkids Bonus communication campaign.
- to develop a creative concept that:
 - ensures target audiences develop a genuine awareness and understanding of the Schoolkids Bonus and its purpose
 - encourages eligible families and individuals to seek more information
 - appeals to a wide range of people
 - is appropriate for CALD and Indigenous audiences
 - complies with Australian Government style requirements and branding guidelines.
- to apply the creative concept to advertising, information and communication products.

As the information in the brief is still in use, it will not be made public at this time.