

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: 75

Topic: Schoolkids Bonus

Hansard Page: 14/02/2013 - CA20

Senator Cash asked:

How many versions of the various advertisements were created and presented for approval before a final decision was made?

Answer:

Four creative agencies each presented a proposed creative concept for the Schoolkids Bonus campaign.

Based on the results of market research, one creative concept was selected, created and presented to the Independent Communications Committee at two stages: pre-production and final review.