

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

**Outcome Number:** Cross

**Question No:** 12

**Topic:** Campaigns

**Hansard Page:** 28/05/2012 - CA23

**Senator Bernardi** asked:

What is the anticipated spend for 2012-13 on Communications, including PR Campaigns and advertising?

**Answer:**

The total budget allocated for the Department to conduct communication campaigns in 2012-13, which may include public relations or advertising components, is \$33,240,000 (GST exclusive).

Budgets have been allocated to the following campaigns for 2012-13:

- \$1,760,000 for The Line campaign;
- \$21,698,000 for the Household Assistance Package campaign;
- \$8,500,000 for a proposed Schoolkids' Bonus campaign; and
- \$1,282,000 for the Dad and Partner Pay campaign.