

**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:** 6

**Question No:** 105

**Topic:** Advertising and Marketing

**Hansard Page:** Written

**Senator Cash** asked:

How much has the Department spent on advertising and marketing this financial year? How does the Office for Women justify this expenditure?

**Answer:**

As at 31 May 2012, the total amount spent of advertising and marketing was around \$483,000. This covered a range of activities from advertising and marketing associated with The Line Campaign, through to staff recruitment.