

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

**Outcome Number:** Cross

**Question No:** 101

**Topic:** Household Assistance Package

**Hansard Page:** 18/10/2012 - CA5

**Senator Fifield** asked:

Please provide a detailed breakdown of the production costs of Phase 1 and Phase 2 of the Household Assistance Package advertisements.

**Answer:**

The breakdown of the production cost for the television advertising for Phase 1 and 2 of the Household Assistance Package is as follows:

**Phase 1**

Pre-production.....	\$6,550
Crew .....	\$105,397
Equipment and transport .....	\$30,113
Props and wardrobe.....	\$21,700
Location expenses .....	\$30,695
Post production .....	\$87,230
Director's fees .....	\$20,000
Production fee .....	\$40,628
Insurances/government tax and super .....	\$18,785
Total production company .....	\$361,098
<b>Total production.....</b>	<b>\$649,986*</b>

**Phase 2**

Pre-production.....	\$8,640
Crew .....	\$115,144
Equipment and transport .....	\$46,200
Props and wardrobe/set construction .....	\$60,400
Studio hire and costs .....	\$19,300
Post production .....	\$40,535
Director's fees .....	\$20,000
Production fee .....	\$37,738
Insurances/government tax and super .....	\$17,587
Total production company .....	\$365,544
<b>Total production.....</b>	<b>\$636,571*</b>

\* *The total production figure includes costs for talent, casting, audio, music, agency fees and agency travel.*