

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: 523

Topic: HAP

Hansard Page: Written

Senator Birmingham asked:

"For the Household Assistance Package advertising:

1. What was the total amount of money spent? Please break down between media buy and creative development?
2. Why did the value of the contract with the creative company, BBDO Clemenger, increase from \$2 million to \$3 million?
3. Who changed the wording for advertisements to remove reference to eligibility and replace with 'for more information' and why?
4. How much money remains budgeted for any future advertising?
5. Is any future advertising being planned or considered? Why or why not?"

Answer:

1. Total spent at 30 September 2012 (Phases 1 and 2, 2011-12 and 2012-13):
\$24,760,614 (ex GST) including research, creative development, public relations, media buy:
 - a. Media buy: \$21,610,974
 - b. Creative development: \$1,812,580.
2. The contract with Clemenger BBDO was increased in value to allow for creative development services for a possible Phase 3.
3. The wording was changed by the department, based on concept testing research which found that the proposed script gave people an understanding of their eligibility.
4. As no government decision has been made in relation to a third phase of advertising, a budget has not been confirmed.
5. No government decision has been made at this stage.