

**Senate Community Affairs Committee**  
**ANSWERS TO ESTIMATES QUESTIONS ON NOTICE**  
**SOCIAL SERVICES PORTFOLIO**  
**2013-14 Supplementary Estimates Hearings**

**Outcome Number:** Cross Outcome - Across Programs

**Question No:** 29

**Topic:** NDIS Campaigns

**Hansard Page:** 21/11/2013 CA31

**Senator Seselja** asked:

Provide a break down on how much was focused on a national audience and how much was targeted at particular regional audiences where some of the early roll outs are going to be.

**Answer:**

\$2.48 million was spent on media that reached launch site audiences including in the Barwon area of Victoria, Hunter area of New South Wales, South Australia and Tasmania.

\$13.33 million was spent on advertising across the rest of Australia.