

**Senate Community Affairs Committee**  
**ANSWERS TO ESTIMATES QUESTIONS ON NOTICE**  
**SOCIAL SERVICES PORTFOLIO**  
**2015-16 Budget Estimates Hearings**

**Outcome Number: Cross Outcomes - Across Programmes Question No: SQ15-000425**

**Topic: Child Care Advertising Campaign**

**Hansard page: Written**

**Senator Lines, Sue** asked:

With reference to the Department's PBS on page 105, table 2.2.4 , at the line item "Child Care Subsidy Communications Campaign":

Table 2.2.4: Expenses for Support for the Child Care System

1. What is the total amount being spent on communicating the Government's Jobs for Families package?
2. Is this spend new money, or has it been allocated from elsewhere?
3. What will the communications campaign involve? Will it involve outdoor media? TV? Radio?
4. When is the advertising due to commence?
5. Has this expenditure been approved by Cabinet?
6. Has it been through all of the public service advertising approval requirements? When did this occur?
7. Can you please break down the campaign expenditure into its components, for example advertising expenditure, graphic design, etc.
8. Has work commenced on the campaign?  
If yes – when did this work commence? If no – when will it commence?
9. How many Departmental staff will be working on the campaign?
10. Was this campaign initiated at the request of the Minister or his office, or did the idea originate in the Department?
11. Is it possible that this advertising campaign could start before the Government's child care changes have passed the parliament?

**Answer:**

The Government has approved expenditure of \$16.5 million for the child care reform communication campaign.

The campaign is in the scoping phase and accordingly details are not finalised.

Please list all other Branches/Offices/Departments Consulted:

1. N/A

	<b>Departmental Officer:</b>		<b>Cleared by:</b>	
Name:	Tracey Bell		Margaret McKinnon	
Position:	Branch Manager		Group Manager	
Branch/Group:	Communication and Media		Corporate Support	
Work phone number:	6146 0086		6146 5257	
<b>Cleared by Group Manager</b>	<b>Yes</b> <input checked="" type="checkbox"/> <b>No</b> <input type="checkbox"/>	<b>Date:</b>	<b>GM Initial</b>	MM
<b>Cleared by Deputy Secretary</b>	<b>Yes</b> <input checked="" type="checkbox"/> <b>No</b> <input type="checkbox"/>	<b>Date: 2/7/15</b>	<b>DS Initial</b>	ML

<b>Officer who will address this question at the next Estimates</b>	<b>Tracey Bell</b>
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