

**Senate Committee: Education and Employment**

**QUESTION ON NOTICE  
Supplementary Budget Estimates 2015 - 2016**

**Outcome: Cross Portfolio - Corporate**

**Department of Education and Training Question No. SQ15-000914**

Senator Lines, Sue provided in writing.

*Also refer to previous hearing Question No. SQ15-000425*

***Child Care Subsidy Communications Campaign (refer to previous DSS QoN SQ15-000425)***

**Question**

In relation to the Child Care Subsidy Communications Campaign. DSS QoN SQ15-000425 advised that the communications campaign is in the scoping phase and details are not yet finalised. Can you please give an update on the progress of the campaign, including:

- a. What will the communications campaign involve? TV? Radio?
- b. When is advertising due to commence?
- c. How much has been spent on the campaign to date?
- d. How many staff are currently working on the campaign?

**Answer**

- a) The composition of the campaign media plan is still to be determined.
- b) The campaign start date is still to be determined.
- c) Expenditure to date on the campaign is \$184,000 (ex GST).
- d) The number of staff currently working on the campaign equates to approximately 0.5 FTE.