

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
FAMILIES, HOUSING, COMMUNITY SERVICES AND
INDIGENOUS AFFAIRS PORTFOLIO
2011-12 Budget Estimates Hearings

Outcome Number: Cross

Question No: 351

Topic: Government Advertising

Hansard Page: Written

Senator Boyce asked:

What communications programs has the Department/Agency undertaken, or are planning to undertake? For each program, what is the total spend?

Answer:

The communication programs* that FaHCSIA has undertaken since 24 February 2011, or is planning to undertake, are listed below. Total spend for each communication program is included as at 31 May 2011. All figures provided are GST exclusive.

No further communication programs for FaHCSIA are currently planned.

Communication Program	Total spend to 31 May 2011
International Day of People with Disability 2011 (IDPwD 2011) – promotion of the Day and the National Disability Awards	\$9,647 (GST exclusive)
<i>The Line</i> Campaign	\$12,387,629 (GST exclusive)
Paid Parental Leave campaign	\$10,469,113 (GST exclusive)
NAIDOC Week 2011 – promotion of the week and Awards event including travel, ICC expenditure and expenditure on the Ball.	\$468,917 (GST exclusive)

* **Note** ‘Communication programs’ refers to communication of a government message to the public. This may be advertising (print, television etc) or through signage or other mediums.