

Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Industry, Innovation, Science, Research and Tertiary Education Portfolio
Budget Estimates Hearing 2012-13
28 and 29 May 2012

AGENCY/DEPARTMENT: DEPARTMENT OF INDUSTRY, INNOVATION, SCIENCE, RESEARCH AND TERTIARY EDUCATION

TOPIC: Regional Income Support Campaign

REFERENCE: Question on Notice (Hansard, Monday 28 May 2012, pages 83 and 84)

QUESTION No.: BI-38

Senator NASH – ...I will just now take you to advertising costs for the regional student income support campaign, which I think was an allocation of \$500,000. Is that correct?

Ms Sakkara: It was \$700,000.

Senator NASH: It was \$700,000. Okay. What was that for, and over what time frame?

Ms Sakkara: It was an advertising campaign that comprised four weeks of radio advertising in inner regional areas, six weeks of internet advertising, aimed at regional and remote areas, and national Google search advertising.

Senator NASH: To advertise what?

Ms Sakkara: The change to the youth allowance arrangements for inner regional students.

Senator NASH: So this specifically related to the changes we made and that the minister – thank you Minister – changed back. So inner regional was treated the same as the other zones; is that correct?

Ms Sakkara: Yes, that is right.

Senator NASH: This you will need to help me with, because I am just getting my head around this. On the AusTender website there was a contract notice that was actually saying that the regional student income support campaign advertising was \$550,000. So, it was actually more than that? You said that was \$700,000?

Ms Sakkara: It was \$700,000 that was allocated to the campaign.

Mr Griew: Maybe there were different components.

Ms Sakkara: There were some different components, actually.

Senator NASH: Yes, if you just want to take that on notice and provide the different components, that would be great.

Ms Sakkara: Yes.

Senator NASH: How much of that \$700,000 has been spent to date?

Ms Sakkara: I might need to take that on notice. I do not think I have that with me.

ANSWER

The different components of the regional student income support campaign are: \$89,532 for creative development and production, \$100,000 for market research and a media buy of \$500,000, all excluding GST.

As at May 2012, campaign expenditure was as follows:

Item	Agency	Expenditure (as at May 2012)
Creative development and production	Eardrum	\$89 532
Market research	GfK Blue Moon	\$65 300
Media buy	Universal McCann	\$487 209
Total		\$642 041 (excl. GST)

The total cost of the campaign is expected to be \$689,532 excluding GST.