

Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
 Industry, Innovation, Science, Research and Tertiary Education Portfolio
 Supplementary Budget Estimates Hearing 2012-13
 17 October 2012

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

TOPIC: Regional income support campaign

REFERENCE: Question on Notice (Hansard, 17 October 2012, page 91)

QUESTION No.: SI-44

Senator NASH: The second is an answer to a question on notice on the amount of funding that was allocated to the campaign to advertise the government's reverse on the independent youth allowance changes for regional students, which was \$642,000 for a backflip on something that should never have happened in the first place. The media buy was \$487,209. Could you break that media buy down for me into where and when that was?

CHAIR: Thankyou.

ANSWER

The media buy for the regional communication campaign following the 2011 Review of Student Income Support Reforms was \$468,595 (GST exclusive). This revised figure is due to the reimbursement of funding from Universal McCann as some radio advertisements were not run as scheduled.

Dates	Description	Cost (GST exclusive)
12–26 December 2011 (2 weeks) and 9–23 January 2012 (2 weeks)	Radio advertising - regional areas	\$294,203
	Radio advertising - metropolitan areas	\$3,323
	Indigenous radio	\$6,998
	NESB radio	\$10,517
	Print Handicapped radio	\$4,890
11 December 2011 – 29 January 2012	National internet advertising (Google, Facebook and Sensis Media Smart)	\$131,017
	Other - Administration	\$17,647
	TOTAL	\$468,595

Radio advertising was conducted in the following areas:

Melbourne	Bathurst	Nowra	Traralgon
Sunshine Coast	Davenport	Launceston	Scottsdale
Kingaroy	Dubbo	Coffs Harbour	Armidale
Byron Bay	Katoomba	Lismore	Albury
Bowral	Yass	Ballarat	La Trobe City

Echuca	Warnambool	Toowoomba	Rockhampton
Hobart	Orange	Queanbeyan	Wagga Wagga
Geelong	Batemans Bay	Grafton	Goulburn
Newcastle	Young	Port Macquarie	Mudgee
Gunnedah	Parkes	Taree	Tamworth
Bendigo	Colac	Gippsland/Latrobe Valley	Hamilton
Wangaratta	Shepparton	Bundaberg	Gympie
Warwick	Murray Ridge	Mount Gambier	Mandurah
Nelsons Bay	Maryborough	Gladstone	Mackay
Kingaroy	Bunbury	Maroochydore	Lithgow
Taree	Muswellbrook	Forbes	Gosford
Jindabyne	Cooma	Cairns	Townsville
Regional Western Australia (covered by Hot FM)	Regional South Australia (covered by Flow FM)	Regional Victoria (covered by 102.1 Edge FM)	