

**Senate Standing Committee on Education Employment and Workplace
Relations**

**QUESTIONS ON NOTICE
Additional Estimates 2010-2011**

Outcome 1 - Early Childhood

DEEWR Question No.EW0807_11

Senator Nash asked on 24/02/2011, Hansard page 22.

ADVERTISING FOR CHILD CARE ASSISTANCE

Question

Senator NASH—Has there been any estimate on the costs you attach to any potential advertising, or is it very early stages? Or have you actually considered a quantum of funding that you might put towards that? Mr Manthorpe—I will take that on notice, I do not have those numbers with me.

Answer

Approximately \$2.5 million has been allocated for advertising to raise families' awareness of child care assistance.