

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

**QUESTIONS ON NOTICE
Budget Estimates 2012-2013**

Outcome 1 – Early Childhood, Working Age and Indigenous Participation

DEEWR Question No. EW0349_13

Senator Nash asked on 30 May 2012 , Hansard page 50

Refers to previous DEEWR question number EW0866_12.

Question

Cost of Campaign

Senator NASH: Regarding the cost of the advertising, are you able to break that down by state? I am happy for you to take this on notice. Did you do state-by-state advertising? Ms Taylor: It was a national campaign. We have given on notice the cost of the campaign. We will check whether it is broken down. The algebraic breakdown by state in terms of newspapers, television— Senator NASH: That might cross borders—insofar as you can. Ms Taylor: I will try. I will take that on notice.

Answer

The media spend totals by state for all print, radio, television and internet advertising for the Child Care Assistance campaign are as follows:

NSW	2,039,588
VIC	1,293,033
TAS	106,012
SA	448,998
WA	550,127
NT	65,990
QLD	1,041,341
National	754,346
Central	12,959
Total*:	\$6,395,685

* This is gross media expenditure costs of the campaign only, excluding GST.

*NSW/VIC includes newspapers that distribute across two states.

*National includes digital display, search and national newspapers.

*Central is the Central Satellite TV market which covers parts of NT, QLD and SA.