

**Senate Standing Committee on Finance and Public Administration**

**ANSWER TO QUESTION ON NOTICE**

**Human Services Portfolio**

**Department of Human Services**

**Additional Estimates 2007-08 – February 2008**



**Question: HS141**

**Outcome 1, Output 2**

**Topic: Child Support Agency – Scheme Reforms Communication Campaign**

**Hansard Page/Written Question on Notice: Written**

**SENATOR COONAN asked on 22/02/2008:**

- a) What portion of the \$4.870 million downward revision will come from tracking research?
- b) What portion of the \$4.870 million downward revision will come from in-house PR?
- c) What portion of the \$4.870 million downward revision will come from advertising agency?
- d) What portion of the \$4.870 million downward revision will come from creative development and production?
- e) What portion of the \$4.870 million downward revision will come from media buy?
- f) What portion of the \$4.870 million downward revision will come from direct mail to CSA customers?
- g) What portion of the \$4.870 million downward revision will come from direct mail to family tax benefits customers (Centrelink)?
- h) What portion of the \$4.870 million downward revision will come from CSA customer seminars?

**Answer:**

- a)-d) Nil.
- e) \$2.735 million.
- f) \$2.135 million.
- g)-h) Nil.