

Senate Finance and Public Administration Legislation Committee

ADDITIONAL ESTIMATES – 9 FEBRUARY 2010 ANSWER TO QUESTION ON NOTICE

Human Services Portfolio

Topic: Government Advertising

Question reference number: HS 52

Senator: BARNETT

Type of question: Written

Date set by the committee for the return of answer: 26 March 2010

Number of pages: 1

Question:

- a) What communication programs have the Department/Agency undertaken, or are planning to undertake (since November 2007)?
- b) For each program, what is the total spend?

Answer:

Electronic Medicare Claiming campaign

- a) The Electronic Medicare Claiming campaign was implemented by Medicare Australia in conjunction with the Department of Human Services.
- b) The cost of the advertising for the Electronic Medicare Claiming campaign was \$2,206,404.

Child Support Scheme Reforms campaign

- a) The Child Support Agency, in consultation with Centrelink, the Department of Human Services and the Department of Families, Housing, Community Services and Indigenous Affairs, was the responsible Agency for implementing the Child Support Scheme Reforms campaign.
- b) The cost of the advertising for the Child Support Scheme Reforms campaign was \$1,534,764.53.

Removal of Same Sex Discrimination campaign

- a) Centrelink implemented the 'Couples are Couples' advertising campaign to inform same-sex couples of the change in legislation and subsequent change to their obligations and/or opportunity to receive income support.
- b) The cost of the advertising for the Removal of Same Sex Discrimination campaign was \$1,399,163.68. The cost of internal communications was \$57,643.35.