

Senate Finance and Public Administration Standing Committee
ANSWERS TO QUESTIONS ON NOTICE
BUDGET ESTIMATES – 29 MAY 2008

Human Services Portfolio

Department/Agency: Human Services Portfolio
Outcome/Output Group: All
Topic: Advertising campaigns

Senator: Coonan

Question reference number: HS45a–d

Type of question: Written

Date set by the committee for the return of answer: 11 July 2008



Question:

HS45a: Please provide a full list of advertising campaigns which have been run since 26 November 2007 by each agency?

HS45b: Please indicate where each of these advertisements were placed?

HS45c: Please breakdown the cost of each advertising campaign?

HS45d: Please outline any upcoming advertising campaigns including cost and placement for each agency?

Answer:

HS45a-c: The Core Department, Centrelink, Medicare Australia, CRS Australia, Australian Hearing and HSA Group ran no advertising campaigns between 26 November 2007 and 31 May 2008.

The Child Support Agency is running the Child Support Scheme Reforms (CSSR) communication campaign. Advertisements for this campaign during 2007-08 were placed in:

- metropolitan, suburban, regional and rural press;
- various magazines;
- metropolitan and regional radio;
- non-English speaking background press and radio;
- Indigenous press and radio;
- radio for the print handicapped; and
- the internet.

A breakdown of the costs of the CSSR campaign during the period 26 November 2007 to 31 May 2008 is as follows:

Cost breakdown of the CSSR campaign: 26 Nov 07 – 31 May 08	
Cost area	\$ Cost ex-GST
Material Despatch	46,789.50
Radio	747,204.26
Internet	39,859.65
Print Media	779,416.37
TOTAL	1,613,269.78

HS45d: There are no known advertising campaigns upcoming in Centrelink, Medicare Australia, the Child Support Agency, CRS Australia, Australian Hearing and HSA Group.

\$1 million is allocated to the Department of Human Services in 2008-09 for the Murray-Darling Basin campaign. As this campaign is still in the planning stages for 2008-09, further detail is not available.

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