

Question on Notice
No. 960
Asked on 22 August 2024

DR C ROWAN ASKED MINISTER FOR EDUCATION AND MINISTER FOR YOUTH JUSTICE (HON D FARMER)

QUESTION:

Will the Minister advise how much has been spent on advertising for Free Kindy (reported separately by medium, including TV, Print, Radio, Digital, and Social Media), for the 2023-24 financial year and 2024-25 financial year-to-date?

ANSWER:

In 2023–24, \$3.293 million was spent on advertising and media placements for Free Kindy.

The breakdown by medium was:

- television \$1,071,229;
- radio \$264,546;
- press and magazines \$44,151;
- outdoor \$763,708;
- cinema \$80,000; and
- digital and social media \$1,068,932.

All campaign advertising is developed in accordance with Government Advertising and Communication Committee guidelines.

In 2024–25, Free Kindy advertising campaign is currently being refreshed and is progressing through the Government Advertising and Communication Committee.