

**Senate Community Affairs Committee**  
**ANSWERS TO ESTIMATES QUESTIONS ON NOTICE**  
**FAMILIES, HOUSING, COMMUNITY SERVICES AND**  
**INDIGENOUS AFFAIRS PORTFOLIO**  
**2010-11 Supplementary Estimates Hearings**

**Outcome Number:** 6

**Question No:** 217

**Topic:** Reducing Violence Against Women and their Children Report

**Hansard Page:** Written

**Senator Cash** asked:

With reference to the *Time for Action: The National Council's Plan for Australia to Reduce Violence against Women and their Children 2009-2021*:

- a. What criteria does the Department employ to determine the social marketing strategy which is to be implemented in conjunction with state and territory governments?
- b. How much funding was expended on the social marketing strategy during 2010- 2011?
- c. How much is anticipated to be expended in each of the next four years.
- d. How much did each of the respective state and territory governments provide as contributory funding in 2009-2010 and how much will they provide as contributory funding in each of the next four years.

**Answer:**

- a. The social marketing strategy is based on extensive developmental research which identified the target audience segmentation, key messages and approach.
- b. As at 31 October 2010, \$1.08 million has been expended in 2010-11.
- c. There is \$5.5 million allocated in 2010-11, \$1.8 million allocated in 2011-12, and \$1.76 million allocated in 2012-13. As this is a four year campaign commencing in 2009-10, there is no funding committed in 2013-14.
- d. Nil. This is a solely Australian Government funded initiative.