

**Senate Community Affairs Committee**  
**ANSWERS TO ESTIMATES QUESTIONS ON NOTICE**  
**FAMILIES, HOUSING, COMMUNITY SERVICES AND**  
**INDIGENOUS AFFAIRS PORTFOLIO**  
**2011-12 Additional Estimates Hearings**

**Outcome Number:** Cross

**Question No:** 27

**Topic:** Government Advertising

**Hansard Page:** Written

**Senator McKenzie** asked:

What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

**Answer:**

Non-campaign advertising undertaken by the Department includes recruitment advertising and program-specific advertising.

There is no forward schedule for non-campaign advertising.

The Department is currently implementing one campaign.

*The Line* campaign is a four-year campaign targeting youth and their influencers, and is designed to change violence-supportive attitudes in an effort to effectively reduce the incidence and impact of violence in Australia by 2021.

The Department is undertaking exploratory research in relation to the communication requirements for the proposed new entitlement, Dad and Partner Pay (pending the passage of legislation).