

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
FAMILIES, HOUSING, COMMUNITY SERVICES AND
INDIGENOUS AFFAIRS PORTFOLIO
2012-13 Budget Estimates Hearings

Outcome Number: 6

Question No: 124

Topic: The Line

Hansard Page: Written

Senator Cash asked:

How is The Line being promoted in schools and other community youth groups and what sort of reach does it have? How many students and young people have been touched by or informed about its existence?

Answer:

A broad range of activities and media exposure engage the target audience. Independent analysis by Media Monitors and Push & Play Digital shows The Line's messages of respectful relationships have reached approximately two million young people.