

**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:** 125

**Topic:** The Line

**Hansard Page:** Written

**Senator Cash** asked:

How many people engage with the online discussions – again given that this is a social marketing campaign over Facebook, how are the online discussions being monitored?

**Answer:**

17,534 unique users engaged with The Line on Facebook between 4 March 2012 and 31 March 2012.

Online community management company Quiip monitors the discussions.