

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: 1

Question No: 227

Topic: Families Week

Hansard Page: Written

Senator Bernardi asked:

How much of the funding from the Department for Families Week 2012 was spent on communications and market research?

Answer:

Families Australia receives funding of \$100,000 annually to conduct National Families Week. Around one third of this amount is spent on a range of communication and publicity activities.

Families Australia conducts an evaluation process at the end of Families Week. This is done through a web-based survey of participants and is used to inform planning for future activities.