

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: Cross

Question No: 417

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:

Advertising/ Communications program name	Description
The Line	<p>The Line is a four-year campaign targeting youth and their influencers, designed to change violence-supportive attitudes in an effort to effectively reduce the incidence and impact of violence in Australia by 2021.</p> <p>In 2012-13, proposed communication activities include advertising (radio, digital and print), public relations and information materials. Concept testing research will be undertaken to ensure communication materials effectively engage and communicate with the target audiences.</p>
Dad and Partner Pay	<p>The Dad and Partner Pay campaign will support the introduction of the new payment, from 1 January 2013, as a new entitlement for working fathers and partners, pending the passage of legislation.</p> <p>In 2012-13, proposed communication activities include: advertising (magazines, radio and digital); public relations; and information materials. Concept testing research will be undertaken to ensure communication materials effectively engage and communicate with the target audiences.</p>
Schoolkids' Bonus	<p>A communication campaign on the Schoolkids' Bonus, announced in the 2012 Budget, will inform eligible families and independent students of the new payment. The Department will commence preparatory work in early 2012-13, including exploratory research to determine the campaign strategy.</p>
Stronger Futures in the Northern Territory	<p>A communications and engagement strategy will be developed to support the introduction and implementation of Stronger Futures in the Northern Territory.</p>
Household Assistance Package (HAP)	<p>The HAP campaign is driven from the Clean Energy Future Plan, of which the introduction of a carbon pricing mechanism is a central component.</p> <p>The HAP campaign aims to increase awareness and understanding of components of the payments and concessions available to millions of Australians through the HAP.</p> <p>In 2012-13, proposed communication activities include: creative development; research (concept testing and evaluation); two phases of advertising (television, press, radio and digital); and public relations activities.</p>