

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
FAMILIES, HOUSING, COMMUNITY SERVICES AND
INDIGENOUS AFFAIRS PORTFOLIO
2013-14 Budget Estimates Hearings

Outcome Number: Cross

Question No: 12

Topic: DisabilityCare Australia Campaign

Hansard Page: 03/06/2013 - CA12

Senator Fifield asked:

In regard to the TNS research done to date about the need for a DisabilityCare Australia campaign, did it indicate how people wanted to receive or thought it would be helpful to receive that information? Can you please provide a copy of the research?

Answer:

The research conducted by TNS research found that many people with disability, their families and carers, are active knowledge seekers. They will actively seek content rather than passively wait for clarification.

The research found that strategically, this means the campaign will need to both encourage and facilitate this behaviour through:

- a mix of paid advertising and public relations activity, including television, press, radio, online and a variety of public relations;
- editorial content;
- direct mail including letter, brochures or booklets; and
- information for intermediaries.

The market research undertaken by TNS research is still being used to inform ongoing policy development for the DisabilityCare Australia campaign. The Department has no plans to release the research publicly.