

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

**Outcome Number:** Cross

**Question No:** 277

**Topic:** Government Advertising

**Hansard Page:** Written

**Senator Boyce** asked:

For the financial year to date, has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.

**Answer:**

In 2012-13 (to 30 September 2012), the Peer Review Group provided advice to the Department in relation to the Schoolkids Bonus campaign strategy.

The Independent Communications Committee provided independent views on the compliance of the Dad and Partner Pay, Schoolkids Bonus, The Line and Household Assistance Package campaigns against the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*.