

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 Outcome - Across Programs

Question No: 280

Topic: Government Advertising

Hansard Page: Written

Senator Boyce 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	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. In 2012-13, communication activities will include digital advertising, market research, public relations and information materials.
Dad and Partner Pay	The Dad and Partner Pay campaign supports the introduction of the new payment from 1 January 2013 as a new entitlement for working fathers or partners. In 2012-13, communication activities will include advertising (magazines, radio and digital), public relations and information materials.
Schoolkids Bonus	The Schoolkids Bonus campaign will support the introduction of the new payment for eligible families and individuals. In 2012-13, proposed communication activities include market research (developmental, concept testing and tracking research), advertising (television, radio, print and digital), public relations, intermediary engagement, and information materials.

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Advertising/Communications program name	Description
Household Assistance Package (HAP)	The Household Assistance Package (HAP) campaign aims to increase awareness and understanding of eligibility, components of the payments and concessions available to millions of Australians through the HAP. In 2012-13, proposed communication activities include creative development, research (concept testing and evaluation) and public relations activities. No government decision has been made regarding advertising in 2012-13.