

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: 283

Topic: Government Advertising

Hansard Page: Written

Senator Boyce asked:

For 2011-12, 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:

The Peer Review Group provided advice to the Department in relation to the Dad and Partner Pay (DAPP) and the Household Assistance Package (HAP) campaign strategies in 2011-12.

The Independent Communications Committee provided independent views on the compliance of the DAPP, HAP and The Line campaigns against the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*.