

**Senate Finance and Public Administration Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**  
Supplementary Budget Estimates 19-23 October 2015

Prime Minister and Cabinet Portfolio

**Department/Agency:** Department of the Prime Minister and Cabinet

**Outcome/Program:** Outcome 1: Prime Minister and Cabinet

**Topic:** Women's Safety Package to stop the violence

**Senator:** Claire Moore

**Question reference number:** 174

**Type of question:** Written

**Date set by the committee for the return of answer:** 4 December 2015

**Number of pages:** 1

**Question:**

Can you advise what has happened in the development of the national education campaign?

**Answer:**

In April 2015 COAG agreed to jointly fund a \$30 million national campaign to change the attitudes of young people to violence.

In July 2015, after considering advice from the COAG Advisory Panel on Reducing Violence against Women and their Children, COAG agreed that the national campaign will focus on galvanising the community to change the attitudes of young people to violence.

In August, TNS (Taylor, Nelson, Sofres) – a market research firm – was commissioned to conduct research to inform the campaign. A report on the research was publicly released on 25 November 2015.

The Department of Social Services is currently selecting an agency to develop the creative concept, which will provide the basis for the national campaign.

The Department of Social Services is also currently conducting the selection process for a public relations agency and for consultants to ensure that the National Campaign is appropriate to Indigenous communities and culturally and linguistically diverse communities.