

Senate Finance and Public Administration Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Prime Minister and Cabinet Portfolio

Department of the Prime Minister and Cabinet

Additional Estimates Hearings 2003-2004, 16 February 2004

Question: PM 44

Outcome 1, Output 2.2

Topic: Violence Against Women Campaign

Hansard Page: F&PA 138

Senator Crossin asked: Are you telling me that research towards this campaign did not start until after December 2002? What does that stage of research involve?

Answer: Three stages of research were conducted to inform the development of the campaign:

1. Men and women's (aged 15-40 years) perceptions and attitudes towards domestic violence. Report received September 2001.
2. Young people's (aged 13-24 years, with a focus on 16-24 years) perceptions and attitudes towards relationships and domestic violence. Report received in June 2002.
3. Young people's (16-24 years) perceptions and attitudes towards sexual assault. Report received in June 2003.

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Additional Estimates Hearings 2003-2004, 16 February 2004

Question: PM 45 & 46

Outcome 1, Output 2.2

Topic: Violence Against Women Campaign

Hansard Page: F&PA 138

**Senator Crossin asked: To what extent did the research go in September 2001?
What was the outcome of that research?**

Answer: The decision to release findings from campaign related market research is usually made after the campaign has been completed.

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Additional Estimates Hearings 2003-2004, 16 February 2004

Question: PM 47

Outcome 1, Output 2.2

Topic: Violence Against Women Campaign

Hansard Page: F&PA 139

Senator Crossin asked: Is there anywhere on your website where a summary of this research or an analysis of this research is posted?

Answer: No.

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Additional Estimates Hearings 2003-2004, 16 February 2004

Question: PM 48

Outcome 1, Output 2.2

Topic: Violence Against Women Campaign

Hansard Page: F&PA 140

Senator Crossin asked: What has the \$2.7million been spent on to date? Can you give me a breakdown of these figures?

Answer: The \$2.7million has been spent on researching and developing materials for concept testing, concept testing, costs associated with commissioning third parties and some pre-production under the following contracts:

CONSULTANT	EXPENDITURE (excluding GST)
Grey Worldwide Melbourne	\$262,940
Reamont	\$518,000
Smart Love	\$742,500
Vibe Australia	\$174,060
Gavin Jones Communications	\$68,000
Cultural Partners Australia	\$253,500
Haystac Public Affairs	\$474,327
Elliot and Shanahan	\$167,500
Incidentals (various suppliers)	\$85,519
TOTAL	\$2,746,346

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Additional Estimates Hearings 2003-2004, 16 February 2004

Question: PM 49

Outcome 1, Output 2.2

Topic: Violence Against Women Campaign

Hansard Page: F&PA 141

Senator Crossin asked: For the community awareness campaign what amount has come out of each bucket? [Partnerships Against Domestic Violence and National Initiative to Combat Sexual Assault]

Answer:

Initiative	Expenditure of Allocated Funds between July 02 - to February 04
Partnerships Against Domestic Violence	\$1,742,270
National Initiative to Combat Sexual Assault	\$1,004,076
TOTAL	\$2,746,346

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ANSWERS TO QUESTIONS ON NOTICE

Prime Minister and Cabinet Portfolio

Department of the Prime Minister and Cabinet

Additional Estimates Hearings 2003-2004, 16 February 2004

Question: PM 50

Outcome 1, Output 2.2

Topic: Violence Against Women Campaign

Hansard Page: F&PA 142

Senator Crossin asked: Has the research that was conducted in September 2001 been paid for out of the \$13.7million?

Answer: No.

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ANSWERS TO QUESTIONS ON NOTICE

Prime Minister and Cabinet Portfolio

Department of the Prime Minister and Cabinet

Additional Estimates Hearings 2003-2004, 16 February 2004

Question: PM 51

Outcome 1, Output 2.2

Topic: Violence Against Women Campaigns

Hansard Page: F&PA 142

Senator Crossin asked: Can you then give me a breakdown of how much of the \$66.5 million you have spent, and what it has been spent on and from what dates it was spent, even if you have got to go back to September 2001?

Answer:

- Total expenditure from 1 July 2001 to 30 June 2003 under the National Initiative to Combat Sexual Assault was \$2.11m
- Total expenditure under Partnerships Against Domestic Violence Phase 1 (from 1 July 1998 to 30 June 2001) was \$25m (*refer below table*)
- Total expenditure from 1 July 1999 to 30 June 2003 under Partnerships Against Domestic Violence Phase 2 was \$12.27 m (*refer below table*)

National Initiative to Combat Sexual Assault	
Project Area	Expenditure
Research and Statistics	\$0.81m
Community Awareness	\$1.3m

Partnerships Against Domestic Violence Phase 1	
Funding recipient	Expenditure
Federal Government depts for pilot projects	\$13m
States and Territories for pilot projects	\$8m
National Projects managed by OSW	\$4m

Partnerships Against Domestic Violence Phase 2	
Project Area	Expenditure
Indigenous	\$5.23m
Men	\$1.58m
Children	\$1.1m
Clearinghouse	\$1.1m
Women	\$0.12m
A Business Approach	\$0.27m
Community Awareness	\$1.45m
Taskforce/Secretariat/Printing	\$1.42m