

Briefing on campaign activity 2005 - 2006 (as @ May 2006)

Active

Campaign

Dept

Purpose, to:

Light and Mild Tobacco	ACCC	correct misinformation about health benefits of L&M tobacco
Bushfire Preparedness	AGD	alert people how to be bushfire aware
National Security (05/06)	AGD	advise Australians of hotline and to remain alert and report suspicious activity
People Trafficking	AGD	inform about the issue, encourage victims to seek help and others to assist victims to seek help
Bird Flu (05/06)	AQIS	inform on dangers of bird flu
Quarantine Matters (05/06)	AQIS	inform on Quarantine requirements and dangers
30% Childcare Tax Rebate	ATO	to raise awareness of the 30% childcare tax rebate
Defence Force Recruiting (05/06)	Defence	seek suitable applicants to reach recruitment targets
Smarttraveller (05/06)	DFAT	inform travellers and others about travel advisories website
Physical Activity (Building a Healthy Active Australia)	DH&A	encourage children to exercise in order to address the obesity issue
Citizenship (05/06)	DIMA	encourage eligible non-citizens to become Australians
Eliminating Violence against Women (2006)	FACSTA	inform on unacceptable behaviour and direct people to helpline

