

SENATE LEGAL AND CONSTITUTIONAL LEGISLATION COMMITTEE
ATTORNEY-GENERAL'S DEPARTMENT

Output 1.1

Question No. 12

Senator Ludwig asked the following question at the hearing on 24 May 2006:

Regarding the Family Relationship Centres advertising campaign:

- (a) How much will the advertising campaign cost?
- (b) Please provide the Committee a draft or copy of the advertising material.
- (c) How much will be spent on advertising locally in the 15 Family Relationship Centre regions?
- (d) Please provide the Committee with a copy of the audience testing results.
- (e) Can the government's advertising agency advice on media mix be provided?

The answer to the honourable senator's question is as follows:

(a) In the 2005-06 Budget, funding of \$5.7 million over two years was provided to the Attorney-General's Department and the Department of Families, Community Services and Indigenous Affairs to develop and implement stage one of the campaign (which will run from June 2006 to June 2007). This covered development, production and implementation of the community education campaign. As part of the 2006-07 Budget, funding of \$19.9 million has been provided for stage two of the campaign to run from July 2007 until June 2010.

(b) Copies of advertisements that have been approved as at 20 June 2006 are attached (advertisements will be tailored for local areas). They are:

National -

Magazines Stage One – The New Family Law System
Magazines Stage Two – It's Not Time to Focus on Who's Right
Online Advertisement

Local -

Outdoor – Family Relationship Centre – Now Open In
Yellow Pages Ad – Helping Families Build Better Relationships
Local Press – Family Relationship Centres
Local Press – Services
Radio – Script

Advertisements will also be tailored and translated for 15 languages and Indigenous audiences and will run in ethnic and specialist Indigenous press and radio.

(c) In accordance with the current media plan, it is expected that the total cost for local advertising for the first 15 Family Relationship Centres will be \$956,224. This covers the cost for local press advertising, local outdoor advertising, Yellow Pages advertising and local radio advertisements.

(d) A decision on the release of any market research will be made by the Attorney-General at the conclusion of the campaign.

(e) This information is attached.