

SENATE STANDING COMMITTEE ON LEGAL AND CONSTITUTIONAL AFFAIRS
ATTORNEY-GENERAL'S DEPARTMENT

Output 1.1

Question No. 21

Senator Crossin asked the following question at the hearing on 31 October 2006:

In relation to advertising for the Family Relationships Centres (FRCs):

- (a) What advertising is being undertaken by individual FRCs to promote their services?
- (b) What advertising has been undertaken by the Government to promote new services provided at FRCs? (is it local, national or both – please specify)?
- (c) Does this advertising also refer to existing services, for example Family Relationships Services Programs (FRSP) funded services? If not, why not?

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

- (a) Under the Operational Framework for Family Relationship Centres (which forms part of their funding agreements), each Centre is expected to promote its services through a variety of methods, such as radio, mail-outs, community involvement, school visits, presentations to local organisations and information kits. The Department will monitor compliance with this requirement as part of its ongoing evaluation of the Centres.
- (b) Local advertising to promote the new Family Relationship Centres and other services commenced 9 July 2006 and includes local outdoor, Yellow Pages, local press and some local radio advertising (in areas where radio broadcasts broadly reflect the Centre's catchment area).
- (c) The advertising does not specifically refer to existing services. The new Family Relationships Centres are being promoted as the 'front door' to accessing a range of new and existing family relationship services. The Family Relationship Advice Line and Family Relationships Online are also being promoted as information sources for local family relationship services.