

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
FAMILIES, HOUSING, COMMUNITY SERVICES AND
INDIGENOUS AFFAIRS PORTFOLIO
2010-11 Additional Estimates Hearings

Outcome Number: Cross

Question No: 27

Topic: Paid Parental Leave Campaign

Hansard Page: 24/2/2011 - CA8

Senator Fifield asked:

What sort of activities does the \$122,000 allocated for PR encompass?

Answer:

Public relations (PR) activities are undertaken by a public relations agency and include the following:

- Intermediary engagement with GPs, medical specialists; parent, employee and employer groups; and peak bodies. This involved provision of information materials for intermediaries to place on their websites, newsletters, waiting rooms etc.
- Media engagement. This involved sourcing and placing information in key publications targeting both parents and employers.
- Social media monitoring of popular online forums, websites and blogs, and provision of factual information to site administrators for placement.