

**Senate Community Affairs Committee**  
**ANSWERS TO ESTIMATES QUESTIONS ON NOTICE**  
**FAMILIES, HOUSING, COMMUNITY SERVICES AND**  
**INDIGENOUS AFFAIRS PORTFOLIO**  
**2012-13 Additional Estimates Hearings**

**Outcome Number: 1**

**Question No: 2**

**Topic:** Schoolkids Bonus

**Hansard Page:** Written

**Senator Cash** asked:

If the Minister is using this research [referred to in the attached article] stating parents are allegedly confused about the support available to them, this does not explain why it was also decided to manufacture kits for children, does it? What is the justification being used by the Department and the Minister's office for making and distributing these kits to children? Why do children need to know the families.gov.au website?

**Answer:**

Research conducted for the Schoolkids Bonus showed that many parents are confused about the different types of family assistance available, and they want clear, accessible information about the Government's support for families including Family Tax Benefit, Schoolkids Bonus, Household Assistance Package, Paid Parental Leave, Dad and Partner Pay.

There is a substantial body of research and numerous examples of organisations effectively reaching and influencing parents by raising awareness among their children, particularly in relation to the environment, health and household spending.

Family kits were developed as an activity to improve awareness of the assistance being delivered to families in 2012-13. The kits deliver information in a practical and memorable way, by providing upfront information and driving people to the Department's website ([www.families.gov.au](http://www.families.gov.au)) for more information. The kits are not specifically for children.

All of the items in the kits are for parents, including two brochures about the new initiatives; Dad and Partner Pay and the Schoolkids Bonus, and an information card about the Australian Families Facebook page. Some items are also suitable for children, which broadens the appeal and practicality of the kits.

The family kits are being distributed to families and other parties/organisations through events, conferences and stakeholders; and all MPs and Senators were informed about the kits and how they could be ordered to provide to families in their area.