

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

Outcome Number: Cross

Question No: 414

Topic: Government advertising

Hansard Page: Written

Senator McKenzie asked:

Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.

Answer:

The Peer Review Group provided advice to the Department in relation to the Dad and Partner Pay (DAPP) and the Household Assistance Package (HAP) campaign strategies. This advice is provided to maximise the campaigns' strategic integrity and effectiveness.

The Independent Communications Committee provided independent views on the compliance of the DAPP, HAP and The Line campaigns, against the Guidelines on Campaign Advertising.