

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
SOCIAL SERVICES PORTFOLIO
2017-18 Budget Estimates Hearings

Outcome Number: 3.1 Disability, Mental Health and Carers Question No: SQ17-000387

Topic: National Disability Strategy

Hansard page: Written

Senator Carol Brown asked:

Another of the key action areas 5 (P. 8 Driving Action 2015 - 2018) is the communication activities to promote the intent of the strategy throughout the community. Can the Department outline the communication activities undertaken and provide a copy of the communication strategy?

Answer:

A high level Communications Approach was provided to the Council of Australian Governments Disability Reform Council for noting in March 2017. A copy is attached.

The Australian Government is progressing the development of the communication activities identified in the Approach as follows:

- refreshing the Department of Social Services Disability and Carer website to better communicate the intent of the Strategy – expected to be completed mid July 2017;
- developing key statistics and fact sheets about disability – expected to be completed mid July 2017;
- social media resources (Facebook posts and website advertisements) – expected to be completed mid July 2017;
- including messaging about the Strategy in speeches and talking points for Ministers, Members of Parliament and Senators as appropriate – ongoing;
- raising awareness across the Department of Social Services of the importance of considering the needs of people with disability during policy and program development – Departmental presentation held 28 June 2017; and
- sponsoring the disability access and inclusion category at the recent National Local Government Awards.

In addition, the Commonwealth Government established the National Disability and Carers Advisory Council in December 2016. The Council members include experts from industry and service sectors, non-government organisations, people with disability and carers.

The Council provides advice to Government on issues of strategic importance in relation to the disability and carer sectors. A key focus is driving the implementation of the National Disability Strategy 2010-2020, including:

- development of options to improve outcomes for people with disability in mainstream systems;
- development of options to drive improved outcomes for people with disability across the Strategy's six outcome areas;
- engaging with employers and industry to assist in providing more employment opportunities for people with disability and carers; and
- identifying and responding to emerging issues impacting the disability and carer sectors.

The Council has established a time-limited Working Group specifically focussed on reinvigoration of the National Disability Strategy.