

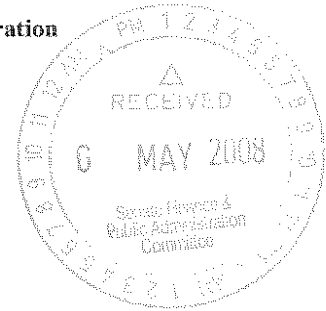
Senate Standing Committee on Finance and Public Administration

ANSWER TO QUESTION ON NOTICE

Human Services Portfolio

Department of Human Services

Additional Estimates 2007-08 – February 2008



Question: HS139

Outcome 1, Output 2

Topic: Child Support Agency – Scheme Reforms Communication Campaign

Hansard Page/Written Question on Notice: Written

SENATOR COONAN asked on 22/02/2008:

What adjustments of revisions to planned or proposed communications strategies have been made following the documented revision of \$4.870 million for the communications campaign?

Answer:

Revisions to planned or proposed communication strategies as a result of this saving are detailed below.

Planned advertising

- The Child Support Agency (CSA) has revised planned advertising through making greater use of regular newsletters and mailouts to promote the availability of online information and the Child Support - Family Assistance Estimator.

Direct mail of information booklet

- CSA reduced distribution targets for the 64-page information booklet.
- CSA is including detailed information in its regular business-as-usual *Child Support Matters* newsletters (February, March, May, June 2008), which is sent directly to all active customers, rather than direct mailing the 64-page booklet. Detailed information is also available online and on customer request.
- CSA is confident that the campaign will be successful in explaining the operation of the third phase of the Child Support Scheme reforms.