

Senate Finance and Public Administration Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Prime Minister and Cabinet Portfolio

Department of the Prime Minister and Cabinet

Budget Estimates Hearings 2003-2004, 26-27 May 2003

Question: PM66

Outcome 1, Output 2.2

Topic: National Campaigns

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Senator Crossin asked: How was the success of the public awareness campaigns evaluated?

Answer: The Non-English Speaking Background campaign, conducted in 2003, was independently evaluated using a quantitative methodology. Two surveys were conducted, one before the campaign launched and one after it concluded. The surveys tested for community awareness and attitudes about domestic violence and awareness about the campaign advertisements.