

Senate Finance and Public Administration Standing Committee
ANSWERS TO QUESTIONS ON NOTICE
BUDGET ESTIMATES
May 26, 2009

Department of the Prime Minister and Cabinet Portfolio

Department/Agency: Office of the Privacy Commissioner

Outcome/Output Group: Output Group 1.1—Complaint handling, compliance and monitoring and education and promotion

Topic: Popularity and distribution strategy of booklet targeting youth

Senator: BERNARDI

Question reference number: PM58

Type of question: Hansard F&PA 26 May p45

Date set by the committee for the return of answer: 10 July 2009 and continuing notice for future estimates

Number of pages: 1

Question:

Where will the booklet be distributed and how will you measure its success?

Answer:

The Office is in the process of promoting and distributing the publication, *private i*, to a number of young adult audiences. It is intended that the primary focus will be tertiary students, with *private i* distributed via contact points at university and TAFE campus, including libraries, student service offices, privacy contact offices, etc. Additionally, the Office proposes to write to federal and state government agencies that handle youth affairs and education, seeking their assistance in its promotion and distribution. Other young adult organisations will be approached, as will major government agencies and privacy regulators, to provide linkage to *private i* via their materials.

The immediate measures of success of the publication are the number of copies distributed and hits on the online version. In the long term, the Office hopes to see a greater awareness by 18-24 year olds of privacy issues, which would be reflected in any future community attitudes surveys that the Office may conduct.