

**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 Supplementary Hearings 2003-2004, 3-4 November 2003

**Question: PM 63**

**Outcome 1, Output 4.4**

**Topic: Advertising - Relationship Violence and Sexual Assault Campaign**

**Direct on Notice:**

**Senator Faulkner asked:**

- 1. What is the timing of this campaign?**
- 2. What media will the campaign be channelled through? What is the breakdown cost?**
- 3. Is there any Market Research, and what does the market research explore?**

**Answer:**

1. The timing of this campaign has not been finalised but will take place in 2004.
2. The proposed media channels for advertising are television, cinema and magazines. The final allocation of the budget is yet to be determined.
3. Yes. The purpose of the market research is to explore the attitudes, behaviours and issues surrounding the subject matter in an effort to inform the development and implementation of the complete campaign.