

**Senate Finance and Public Administration Legislation Committee**  
**Supplementary Budget Estimates Hearing – October 2009**  
**ANSWER TO QUESTION ON NOTICE**

**Topic:** *private i* booklets

**Question reference number:** PM29 (a-d)

**Type of Question:** Written

**Date set by the committee for the return of answer:** 4 December 2009

**Number of Pages:** 1

a) How many runs did you do of the *private i* booklets?

There have been three print runs.

b) How many *private i* booklets were distributed in total, and where were they distributed to?

Approximately 49 620 have been distributed as at 30 November 2009 as follows:

- 14 828 to privacy contact officers at 38 universities nationally.
- 6 000 distributed by hand to students at 15 metropolitan and regional university campuses across all States and Territories.
- 1 605 to libraries at 36 universities.
- 11 356 to privacy contact officers at 52 TAFE head offices, institutes and colleges nationally.
- 5 835 to libraries at 45 TAFE institutes and colleges.
- 1 071 to Australian, state and territory government offices for youth and youth associations.
- 5 000 for distribution to all public school teachers in the ACT (distributed via the ACT Department of Education and Training).
- 3 925 have been distributed at privacy-related events, such as seminars, and to members of the public at their request.

c) How many hits have you have on the youth portal to date?

9 424 as at 30 November 2009.

d) Have there been any community attitude surveys conducted to determine if the booklet and youth portal have been successful in raising awareness about privacy issues? If so, at what cost were these surveys? If not, are there plans for such surveys in the future?

No surveys have been conducted. However, the Office has received overwhelmingly positive feedback from parties that have received the publication, with many repeat orders for copies from various TAFE and university contacts. When the Office next undertakes its community attitudes survey, consideration will be given to measuring changes in the level of youth awareness about privacy. At this stage no date has been set for undertaking this survey.