

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
SUPPLEMENTARY BUDGET ESTIMATES 2011-2012

Attorney-General's Portfolio

Department/Agency: Office of the Australian Information Commissioner
Outcome/Program:
Topic: Privacy Commissioner - Branding

Senator: Senator Rhiannon

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Type of question: Written

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Question:

Can you explain the decision to not protect more than 20 years work in building up public awareness of the Privacy Commissioner 'brand'?

Has OAIC conducted any research to assess the likely impact of the name changes on public awareness and understanding?

Answer:

It was a decision of the Australian Parliament to establish the OAIC, and to integrate the former Office of the Privacy Commissioner into the OAIC. The OAIC continues to promote its functions under the Privacy Act.

The OAIC has not conducted research into the impact of the integration of the former Office of the Privacy Commissioner into the OAIC. It intends to conduct a 'Community Attitudes to Privacy' Survey in 2012 which will build on the results of similar surveys conducted in previous years, providing longitudinal data about Australians' opinions about and awareness of privacy.

It is notable that there was a small increase in the number of privacy complaints the OAIC received in 2010–11 (1222) in comparison to 2009–10 (1201).