

SENATE STANDING COMMITTEE ON LEGAL AND CONSTITUTIONAL AFFAIRS  
ATTORNEY-GENERAL'S DEPARTMENT

**Output 1.1**

**Question No. 87**

**Senator Siewert asked the following question at the hearing on 27 May 2008:**

Family Relationship Centres:

- a) Is the review of the advertising requirements relating to Family Relationships Centres publicly available?
- b) What were the findings from the review of the advertising requirements relating to Family Relationships Centres?
- c) Describe the type of advertising that will no longer be funded?
- d) Describe the type of advertising that is still funded?

**The answer to the honourable senator's question is as follows:**

- a & b) There was no review of advertising requirements relating to Family Relationship Centres.
- c) A national advertising campaign will not be produced. Such a campaign would have used television, newspapers, radio and outdoor advertising.
- d) Approximately \$6.15 million is available for community education over the next four years. This funding will shift the emphasis:
  - to more grassroots, community focused activities - rather than an national advertising campaign
  - to direct local engagement with stakeholders and influential community leaders - rather than using primarily national advertising to convey family relationship information
  - to using in-house staff resources - rather than contracted media service providers, and
  - to helping family relationship service providers to conduct their own promotional campaigns (eg through the development of media packs, public relations and media engagement coaching) - rather than a centrally managed advertising campaign.

There will also be limited local advertising support through Yellow and White Pages.