

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

Corporate Services Group

Question No. 3

Senator Trood asked the following question at the hearing on 20 October 2008:

Provide information about government advertising and any communications programs that the Department might have undertaken or might be planning to undertake, since June 2008.

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

The Attorney-General's Department (the Department) has undertaken since June 2008, or is likely to undertake in the future, the following communications activities:

National Security Campaign

- \$10 million (including Department costs) has been allocated for 2008-09 for ongoing communications around national security and the national security hotline. The communications approach for developing phase four of the national security campaign is under consideration.
- Quantitative market research was conducted in August 2008 to track the impact of several weeks of advertising in June 2008 and to explore community attitudes surrounding the campaign and national security.
- The Department is liaising with the Department of Finance and Deregulation and the Australian National Audit Office regarding a possible update of campaign advertisements and the application of the recently issued *Guidelines on Campaign Advertising by Australian Government Departments and Agencies*.

Family Relationship Services Program

- \$3.256 million in administered funding is available for community education about family relationship services over the next three years.
- The Department is developing a revised approach to community education about family relationship services to encourage families to seek help from the services funded by the Government.
- 25 new Family Relationship Centres have received \$20,000 each to enable them to initiate local promotional activities to coincide with the opening of each new Centre.

Anti-Money Laundering and Counter-Terrorism Financing (AML/CTF) Campaign

- The budget for the AML/CTF Campaign for 2008-09 is \$4.2 million.
- The Department is proposing to update the communication materials to reflect the next set of obligations under the AML/CTF Act which commence on 12 December 2008.

- The Department is liaising with the Department of Finance and Deregulation and the Australian National Audit Office regarding the proposed campaign update and the application of the recently issued *Guidelines on Campaign Advertising by Australian Government Departments and Agencies*.
- On 1-2 April 2009, the Department, Australian Transaction Reports and Analysis Centre, Australian Institute of Criminology (AIC) and the Australian Bankers' Association Inc. are co-hosting an AML/CTF Conference 2009 at the Hilton Sydney on *Managing Risk: Australian and International Perspectives*.
- The Department is providing the AIC with \$500,000 (ex GST) to organise and deliver the conference under a Memorandum of Understanding.

Personal Property Securities (PPS)

- The Department is currently undertaking preparations for a communications campaign on personal property securities reform.
- The Department received \$4.8 million in administered funding for 2007-08 and 2008-09 to implement a communications campaign to explain the impacts of personal property securities reform to consumers, business and providers of commercial finance.
- The commencement date for the new PPS system has been extended to May 2010. The timing of this administered funding will be considered in the Additional Estimates process.
- The Department proposes to commence market research in November 2009 pending advice from the Department of Finance and Deregulation and review by the Australian National Audit Office, as required under the *Guidelines on Campaign Advertising for Australian Government Departments and Agencies*.

National Human Rights Consultation

- The Department is planning to undertake communications activities relating to the proposed National Human Rights Consultation for 2008-09. The communications activities will assist the community to participate in the Consultation.
- The Government is finalising the scope, process and terms of reference for the Consultation.

People Trafficking – Communication Awareness Strategy

- The communication awareness strategy aims to create awareness of trafficking-related issues amongst people working in the sex industry and those who are likely to come into contact with victims of trafficking.
- The communication awareness strategy is comprised of a pamphlet, a multi-lingual card and a diary printed in six different languages.
- The communication awareness strategy also includes pro bono advertising in the personal services section of local and national newspapers. At the end of September 2008 this was the equivalent of \$16,700 of paid advertising space.

- The Department is currently considering options for revising the communication awareness strategy to ensure that it remains relevant to emerging trends, including trafficking for labour exploitation outside the sex industry.