



**SENATE
FINANCE AND PUBLIC ADMINISTRATION REFERENCES
COMMITTEE**

Friday 7 October 2005

**DEPARTMENT OF EMPLOYMENT AND WORKPLACE
RELATIONS**

QUESTIONS ON NOTICE

Outcome 1: Efficient and effective labour market assistance

Output Group 1.1: Working Age Payments

Output 1.1.1: Working Age Payments and Compliance

Question: 1

Senator Carr requested a copy of the original communication strategy and the subsequent communication strategy for the *Support the System that Supports You* media campaign.

Answer:

It is not Government policy to release material while campaigns remain active. Doing so would jeopardise the achievement of the campaign's objectives.

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Question: 2

Senator Carr asked how DEWR accounted for the needs of minority groups, in particular rural communities and youth in the development of the *Support the System that Supports You* media campaign.

Answer:

Developmental research was conducted across three states:

- Victoria - Melbourne and Wodonga and surrounding rural areas;
- New South Wales - Sydney and Albury and surrounding rural areas; and
- Tasmania.

Amongst other groups, the research sought to obtain the views of:

- young people - research sessions were held with Youth Allowance and Austudy recipients and people aged 25 and below comprised 22% of the total research sample;
- people with disabilities - research sessions were held with DSP recipients;
- people from a non-English speaking background - this group comprised 15% of the total research sample; and
- Indigenous people – 3% of the total research sample.

The Department is using a number of strategies to ensure the campaign messages reach minority groups. These include:

- Indigenous communities - a comprehensive radio and print schedule targeting Indigenous communities in rural and remote areas of Australia;
- young Australians - specific media have been selected to raise awareness amongst young Australians, including targeted radio stations and internet sites; and
- rural and remote Australia - these geographic areas are being reached through a combination of remote radio networks and rural and remote newspapers.