

**Question on Notice
No. 285
Asked on 6 March 2007**

MRS JANN STUCKEY MP asked the Minister for Child Safety (MS BOYLE)-

QUESTION:

For 2005-06 and 2006-07 (year to date), will she provide details of all Department of Child Safety advertising campaigns, market research projects, communications programs and initiatives, on-line marketing and communications initiatives, and marketing and promotional material (referred to below as initiatives) broken down by (a) the name of the initiatives, (b) media publications in which the initiatives appear (if applicable), (c) dates when the initiatives were implemented and appeared in the media (if applicable) and (d) total cost of the initiative including production costs, consultant/contractor costs, media placement costs and distribution costs?

ANSWER:

The Member will appreciate the day to day work of the Department of Child Safety includes providing core services, recruiting staff, procurement activity and placing tender advertisements for major projects. In addition, a vast range of information is provided to members of the public and key stakeholders of the Department of Child Safety through a wide array of methods and channels such as publications, phone, web, email and traditional media.

In keeping with the precedent established in answers to Questions on Notice by Coalition Government Ministers it is not practical, nor would it be reasonable to divert the resources of the Department of Child Safety to identify every single marketing, promotional or public information material.

The total figures for 2006-07 will be made available in the Department of Child Safety annual report which will be tabled in the House. The total figures for 2005-06 are available in the 2005-06 annual report of the Department of Child Safety which was tabled last year.