The advertising campaign promoting the Labor Government’s Stop the Hurting, Start the Healing strategy has been a dismal failure.

Shadow Justice Minister, John Elferink, said a briefing paper obtained by the Opposition under FOI shows that the number of calls to MensLine actually dropped when the television campaign kicked off in early April.

The monthly call average dropped from 55 to 45 over two months and only three callers to MensLine identified themselves as perpetrators of domestic violence.

"Despite saturation advertising, there was actually a drop off in landline calls made by Territorians to MensLine," Mr Elferink said.

"This brings into focus the failure of the Government’s message to cut through."

"The Government should suspend the television campaign and re-prioritise the money to boost the police domestic violence unit or NGOs that deal with the outcomes of domestic violence.

"The MensLine ads are currently an expensive vehicle for the Government to create an impression of doing something – when in fact the opposite is the case."

Further comment: John Elferink 0418 406 400

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