



Inquiry into annual and financial reports 2024–2025

Answer to question taken on notice

Asked by: Ms Caitlin Tough MLA

Addressed to: Minister for the Prevention of Domestic, Family and Sexual Violence

In relation to: Engagement with coercive control and affirmative consent campaigns

Hearing: 11 November 2025

Uncorrected Proof Transcript pp 68-69

Transcript provided: 14 November 2025

Answer Due: 21 November 2025

MS TOUGH: Thank you, Chair. I am just speaking up on the coercive control but also the recent affirmative consent campaign. I was wondering if there is any data or insights in relation to the impact of the community education campaigns on both these areas?

Dr Paterson: So the consent campaign was a really successful campaign. So this was released into the market from 16 July to 15 October this year, and the campaign targeted Canberrans aged 18 to 40 and had a range of paid advertising across social media, dating apps, in clubs and licenced venues across the ACT. It had a really, really great response online and very high engagement with the ads, and ultimately, yes, there was some—or there will be a valuation, or there was?

Ms Bogiatzis: I do have some performance data, minister, in relation to the campaign. So the campaign ran from 15 July until 7 October 2025. It was sort of promoted through a number of platforms, through social media platforms, through Meta—so that is Facebook and Instagram. It achieved 162,731 views, and that was outperforming the benchmark that we expected, and also we know that the target group of 25 to 34-year-olds were most engaged through those platforms. In Snapchat, we got 27,252 views of the 15-second video. Again, outperforming our benchmark. TikTok achieved 23,994 views, and on Reddit, 71,461. We also promoted the campaign through Tinder, which reached 253,766 views with impressions, with a lot of engagement through that platform, and we also put it through various advertising platforms, which got a further 429 clicks.

MS TOUGH: Wonderful.

Dr Paterson: Yes. And the coercive control campaign, also there was some evaluation data on that too, which strongly showed—sort of looked at benchmark figures from before the campaign ran to after the community's understanding of coercive control.

Ms Bogiatzis: Yes. So I have the same sort of metrics. So for the coercive control on Facebook and Instagram, we got over 1.7 million views, which was more than the 1.6 that was anticipated. That was translated into a range of languages, like Mandarin, Cantonese, Arabic, Vietnamese, et cetera,

and got views mostly in those languages. And it was also promoted through ACT government own channels and through sort of posters across Canberra, so we do not have a sense of how much impact the posters had, but they were pretty prevalent.

MS TOUGH: And from those views and impressions online, do you have data on whether people then clicked through to the websites to learn more about either of the campaigns at this stage?

Ms Bogiatzis: I do not have that information.

MS TOUGH: Is that something that the evaluation will be able to find out?

Ms Bogiatzis: Yes. I will take that on notice.

MS TOUGH: Yes. Awesome. Thank you.

Dr Marisa Paterson MLA: The answer to the Member's question is as follows:

The table below provides the breakdown of data as of 14 November 2025 relating to online engagement with the Affirmative Consent and Coercive Control campaigns.

Affirmative Consent evaluation (data as of 14 November 2025)*

Comms/ engagement	When	What	Reach/Impact
Website content	15 July – 14 November 2025	- ACT Government webpage for Affirmative Consent housed information and campaign resources. https://www.act.gov.au/law-and-justice/affirmative-consent - Call to action on campaign assets go to this page This campaign page links to support services.	9th most viewed page on act.gov.au - Total 26,569 views 22,585 users 96,526 interactions - Average time spent on page is 6 seconds 85% of users were on mobile (14% on desktop, >1% on tablet) - Of users who ended up on the landing page: 79.5% exited the page without clicking on any other links 8.4% went to subpage 'Consent laws in the ACT' 6.2% went to subpage 'Five things to know about consent' 0.9% went to 'Get help now'

			- Between 50 and 70 people clicked each of the resources and external links - Subpage Consent laws in the ACT' got 3,754 views and 2,996 users and average time on page of 37 seconds - Subpage 'Five things to know about consent' got 2,417 views and 2,063 users and average time on page of 41 seconds
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*A detailed evaluation of the Affirmative Consent campaign will commence once the paid advertising components, and major events including Spilt Milk and the Summernats are finalised, expected to be available in the first quarter of 2026.

Coercive Control evaluation (data as of 14 November 2025)

Comms/ engagement	When	What	Reach/Impact
Website content	21 May 2025 – 14 November 2025	- ACT Government webpage for coercive control to house the campaign resources in English, Easy Read and other languages. https://www.act.gov.au/law-and-justice/coercive-control - Call to action on campaign assets go to this page - This campaign page links to support services ACT Gov web page.	- Total 5,494 views 4,469 users 20,952 interactions - Average time spent on page is 20 seconds 62% of users were on mobile (37% on desktop, 1% on tablet)

Approved for circulation to the Standing Committee on Social Policy

Signature: 

Date: 19/11/2025

By the Minister for the Prevention of Domestic, Family and Sexual Violence, Dr Marisa Paterson MLA