

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

Additional Estimates 13 & 15 February 2013

Question: E13-126

OUTCOME 1: Population Health

Topic: Tobacco Plain Packaging – Monthly Tracking Survey

Type of Question: Hansard Page 23, 13 February 2013

Senator: Senator Fierravanti-Wells

Question:

- a) What are the total project costs and who is the consultant providing the research to the Cancer Council?
- b) Did it go to tender?
- c) Is Professor Wakefield, in terms of her involvement, with any particular organisation? Did you take that into account?
- d) If you could take details of that on notice and the thinking behind that contract.

Answer:

- a) The total cost for the National Tracking Survey project is \$3,084,112.60 (GST inclusive). This is not a consultancy. The Social Research Centre was subcontracted by the Centre for Behavioural Research Centre in Cancer, Cancer Council Victoria, to undertake the field work for the Survey.
- b) The project did not go to tender. It originated from a project proposal which was received and assessed by the Department of Health and Ageing from Professor Melanie Wakefield, Director and National Health and Medical Research Council (NHMRC) Principal Research Fellow, Centre for Behavioural Research in Cancer, at the Cancer Council Victoria.
- c) Professor Wakefield is Director of the Centre for Behavioural Research in Cancer at the Cancer Council Victoria and is an NHMRC Principal Research Fellow with honorary professorial appointments at several universities.

Professor Wakefield's expertise and experience in behavioural research to guide the development and evaluation of population-focused cancer prevention programs, was one factor considered when assessing the project proposal. She is a well-regarded and widely published researcher, both nationally and internationally, on the effects of tobacco control policies and mass media campaigns on smoking behaviour.

- d) The tracking survey is an initial tool to measure the impact and provide baseline data regarding the implementation of the Government's plain packaging and updated, expanded graphic health warnings initiative. In particular, the tracking survey supports the measurement of a range of factors that may influence behaviour changes in smokers and recent quitters.