

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
SOCIAL SERVICES PORTFOLIO
2015-16 Budget Estimates Hearings

Outcome Number: Cross Outcomes - Across Programmes Question No: SQ15-000424

Topic: Advertising Campaigns

Hansard page: Written

Senator Lines, Sue asked:

- 1 - Please advise how many advertising campaigns have gone to the Independent Communications Committee since 1 January 2015?
- 2 - Are there any advertising campaigns, or market research that has been undertaken in recent times for the purposes of informing a future advertising campaign, which fall outside the requirement of going to the ICC? If so, what were they in relation to, what was the cost, and which organisations were commissioned to do this work?

Answer:

1. One.
2. No.