

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

Outcome Number: Cross Outcome – Across Programmes Question No: SQ15-000646

Topic: Aged care reforms

Hansard page: Written

Senator Siewert, Rachel asked:

What evaluation will be done of the effectiveness of the campaign and if this is being done by consultants or expertise outside of the Department, what is the cost of this?

Answer:

All government campaigns must abide by the *Government Advertising Guidelines*.

These Guidelines require separate external agencies to evaluate campaigns before they start, and at their conclusion.