

Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Industry, Innovation and Science Portfolio
2015-16 Additional Budget Estimates
11 February 2016

DEPARTMENT: DEPARTMENT OF INDUSTRY, INNOVATION AND SCIENCE

TOPIC: Country of Origin Labelling Campaign

REFERENCE: Question on Notice (Hansard, 11 February, page 98-99)

QUESTION No.: AI-20

Senator KIM CARR: What is that for? It is country of origin labelling, but is it for TV as well?

Ms Cook : My understanding is that this campaign is still in very early stages of development, but it is to basically raise awareness and understanding among the community and the food industry about reforms to country of origin labelling for food.

Senator KIM CARR: When do you expect that campaign to get underway?

Mr Squire : We are expecting that campaign will commence close to the end of this financial year—circa May-June.

Senator KIM CARR: Is that this financial year or next?

Mr Squire : No, the current financial year.

Senator KIM CARR: So we are talking about June, are we?

Mr Squire : Correct.

Senator KIM CARR: When would it start? Do we have a date?

Mr Squire : We are currently in the process of conducting the market research to support that campaign. On the exact timing of that campaign, I do not have the detail with me as yet because that work has not concluded.

Senator KIM CARR: But it would be in June?

Mr Squire : The intention is for that work to be completed by the end of June.

Senator KIM CARR: Will there be TV ads?

Mr Squire : A combination—informed by the research—of TV, online, social media et cetera. But some of that money, as my colleague mentioned, also goes towards the development of some online tools to assist businesses with the reforms et cetera.

Senator KIM CARR: When would you expect the ad campaign to conclude?

Senator Sinodinos: It has not started yet, has it?

Senator KIM CARR: It is about to start. I am sure you are well aware of this campaign. But I am all ears, so tell me this: when will it conclude?

Ms Beauchamp : As the officer said, we are still in the very early stages of development. There is a lot of work going on with the country of origin labelling, consulting with the states and territories—

Senator KIM CARR: But if we know roughly when it will start—

Ms Beauchamp : We need to yet go through all of the government approval processes.

Senator KIM CARR: Yes, of course.

Ms Beauchamp : Once we have done that, then we will have a clearer idea about that date.

Senator KIM CARR: But you are anticipating that this campaign will begin at the beginning of June, and the question is: will it end at the end of June like the other one?

Ms Beauchamp : We will be able to take that on notice and advise you once it has gone through the approval process—

ANSWER

The proposed communication campaign about reforms to country of origin labelling for food is in the process of being considered through the whole-of-government approval process. The start and end dates for the proposed campaign have not been finalised prior to the Senate Economics Committee's 1 April 2016 tabling deadline.