

Senate Economics Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Budget Estimates

2014 - 2015

Department/Agency: Treasury

Question: BET 56-57

Topic: Multifaceted campaigns

Reference: Hansard page no. 71 - 02 June 2015

Senator: Dastyari, Sam

Question:

Senator DASTYARI: These are multifaceted campaigns. There is a Twitter component, there is an online presence and there is a TV presence. The whole campaign breakdown, including where the money is going to be spent and all of that, comes in, I assume, a document of some kind and the secretary of Treasury would then sign-off on that?

Mr Lonsdale: Then advice is provided to the Treasurer and government. Ultimately, government signs off on the campaign. I think that is the answer to your question.

Senator DASTYARI: How much input does the government have in the campaign until that point? It is not all done independently. They have a say in the campaign as it is being developed, don't they?

Mr Lonsdale: The government makes a decision on whether or not to have a campaign and then at various times during the process government is involved.

Senator DASTYARI: In this process, how many times was the government involved?

Mr Lonsdale: I cannot tell you that. I would have to take that on notice. Senator DASTYARI:

I wanted to go back to Hall & Partners Open Mind. Last time we spoke it was a determination that there was both a qualitative and quantitative component to that research.

Can you break down the 785? How much of it is quant and how much of it is qual? Ms

Balzary: Unfortunately, I cannot. I can take the breakdown on notice. I can take you through how it works.

Answer:

Throughout the development of the IGR campaign the Treasury has provided 13 formal briefings to the Government as part of the campaign development process to 30 June 2015.

As of 30 June 2015 the following are the breakdowns for research:

Qualitative: \$862,232.00

Quantitative: \$180,689.00