

Senate Economics Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Supplementary Budget Estimates

2015 - 2016

Department/Agency: Treasury

Question: SBT 8

Topic: IGR KPIs

Reference: Hansard page no. 36 - 21 October 2015

Senator: Ketter, Chris

Question:

Senator KETTER: Were KPIs set for the campaign and can you tell us whether they were met?

Mr Lonsdale: I will have to come back on notice. We do evaluate the campaigns, particularly when there is another stage—like there was phase 1 and phase 2. So we do evaluate, but I do not have that material.

Senator KETTER: Could I request that on notice?

Mr Lonsdale: Sure.

Senator KETTER: Could I check that all phases of the campaign went through the Department of Finance's ad committee?

Mr Lonsdale: Just to be clear, which committee are you talking about? Is this the ICC?

Senator KETTER: I refer to it as the ad committee. There must be a committee that authorises expenditure on advertising.

Mr Lonsdale: I will talk through the broad process, if you are comfortable with me doing that. There is an independent committee, the ICC committee, and that committee looks at the Department of Finance guidelines and determines whether the ad can conform with the first four parts of that guideline. That happened with IGR phase 2 campaign. That committee was not in existence for phase 1 campaign.

Senator KETTER: What does ICC stand for?

Mr Lonsdale: The independent communications committee.

Senator KETTER: When was that set up?

Mr Lonsdale: My understanding is that that was set up in around February or March. But, just to be clear, these are questions, I think, that you should direct to the Department of Finance, who are the secretariat for the committee.

Senator KETTER: So you will come back to us on notice with information about what the KPIs were and whether or not they were met?

Mr Lonsdale: I am happy to take that on notice.

Answer:

8. The campaign objective was to develop community understanding of the economic and social challenges facing Australia. A full evaluation of the campaign is underway.