

Senate Finance and Public Administration Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Prime Minister and Cabinet Portfolio

Department of the Prime Minister and Cabinet

Budget Estimates Hearings 2004-2005, 24 and 25 May 2004

Question: PM 6 – PM 11

Outcome 1, Output 2.2

Topic: Campaign

Question PM 6

Hansard Page: F&PA 77

Senator FAULKNER asked—Are you able to say what proportion of the ads were re-shot?

Answer: It is not possible to do this. The development of creative materials is always an iterative process. The creative concept of having still images with voice over and the 'boom' sound effect has not changed throughout the campaign's development. Changes were made to the scripts, different still photographs taken, and additional voice overs recorded in response to research findings.

Question: PM 7

Hansard Page: F&PA 78

Senator RAY asked—It is a lot of money for several focus groups - \$150,000. Are you sure this is right?

Answer: Answer provided later in proceedings see F&PA 109.

Question: PM 8

Hansard Page: F&PA 78

Senator RAY asked—How many focus groups were used.

Answer: Answer provided later in proceedings see F&PA 109.

Senate Finance and Public Administration Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Prime Minister and Cabinet Portfolio

Department of the Prime Minister and Cabinet

Budget Estimates Hearings 2004-2005, 24 and 25 May 2004

Question: PM 9

Hansard Page: F&PA 78-79

Senator RAY asked—Since the inception of this project, how much have you spent, in total, on market research up until today So \$317,000 approximately.

Answer: \$282,567.27 had actually been spent up to 24 May 2004. In addition \$38,003.87 had been invoiced to the department for services delivered prior to 24 May.

Question: PM 10

Hansard Page: F&PA 79

Senator RAY asked—What exactly does that mean? They had \$518,000 paid to them.

Answer: Answered later in proceedings see F&PA 79

Question: PM 11

Hansard Page: F&PA 79

Senator RAY asked—With the same time frame in mind (after 7.30pm that night) are you actually able to prepare for us quickly a document that goes to the key expenditures involved in the re-shooting, the re-development of these advertisements. Are you able to disaggregate them.

Answer: It is not possible to do this. The ads were developed in an iterative way. See also the answer to PM6.