

Senate Standing Committee on Finance and Public Administration

ANSWER TO QUESTION ON NOTICE

Human Services Portfolio

Department of Human Services

Budget Estimates 2007-08 - May 2007

Question: HS7

Outcome 1, Output 1

Topic: Department of Human Services – Communication and Media

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SENATOR WONG asked on 24/05/2007:

Senator WONG—The information awareness campaign was an active campaign, no?

Ms Hartland—No, it was not.

Senator WONG—That was not a campaign?

Senator Ellison—You are going to ask why; I am too.

Senator WONG—Even your Minister does not know why.

Senator Ellison—We will take that on notice because I would like to know why it was not classed as an active campaign as well.

Answer:

The Government has decided not to proceed with the Access Card Program. Details of funding to be returned to the Budget will be provided as part of the forthcoming Budgetary processes.

With respect to the specific question asked by the Senator, the answer is as follows:

Advice received from the Government Communications Unit was that an ‘active’ campaign was a campaign that was currently being advertised.

Between 9-26 November 2006 the Access Card Information Awareness Program was classed as an active campaign. Outside of these dates the campaign was classed as inactive.