

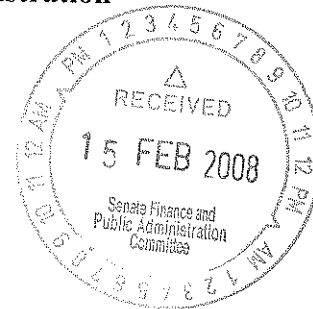
Senate Standing Committee on Finance and Public Administration

ANSWERS TO QUESTIONS ON NOTICE

Prime Minister and Cabinet Portfolio

Department of the Prime Minister and Cabinet

Budget Estimates Hearings 2007-2008, 21-22 May 2007



Question: PM 102

Outcome 1, Output 4.3

Topic: Government Communications

Direct on Notice: Wong

Senator Wong asked:

1. Can the Department please clarify evidence given by Senator Ellison at Estimates hearings for Human Services, where he stated "passive" campaigns are those which contain only print advertising, as opposed to "active" campaigns which contain television, radio and other such advertising?

2A. Can the Government Communications Unit please provide details of all passive (print only) campaigns:

- a. Completed during 2006-2007;**
- b. In progress at the present time; and**
- c. Scheduled to commence during the remainder of 2006-2007 and in 2007-2008?**

2B. In providing this answer, please indicate:

- a. The name of the campaign;**
- b. The duration of the campaign (start date and end date);**
- c. The department or agency running the campaign;**
- d. The purpose of the campaign; and**
- e. The costs of the campaign of which GCU is aware, and an explanation of what these costs comprise.**

Answer:

(1) No. The Department is unable to clarify Senator Ellison's comments.

(2A) As at 22 May 2007 there were no print only campaigns for 2006-07.

(2B) Not applicable.