

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 44

Outcome 1, Output 4.3

Topic: Government Communications

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Senator Faulkner asked: Do you have a tabulation of campaigns that have been undertaken this calendar year but have now concluded? I am now asking whether you have a document that goes to those campaigns that have concluded either in this calendar year or in this financial year?

Answer: Please refer to the attachment.

As at 22 May 2007, Australian Government communication campaigns concluded in 2007 or in financial year 2006-07

Concluded campaigns	Purpose	Timeframe
2006 Census	To inform the community about 2006 census and need to complete forms	Jul 06 - Aug 06
Quarantine Matters!	To inform the community on Quarantine requirements and dangers	Jul 06 - Dec 06
30% Childcare Tax Rebate	To raise community awareness of the 30% childcare tax rebate	May 06 - Nov 06
Skills for the Future (Phase 1 & 2)	To inform options for training, apprenticeships, ATCs and Careers Advice	Oct 06 - Apr 07
Welfare to Work (Phase 1)	To advise the community about changes to social security requirements	Jun 06 - Jul 06
Welfare to Work (Phase 2)	To advise the community about changes to social security requirements and encourage employers to expand their hiring practices	Nov 06 - Dec 06
Support the System	To advise Centrelink customers of the need to update their records to avoid overpayment and subsequent penalties	Feb 07 - Mar 07
Health & Social Services Access Card	To inform the community of introduction of access card (interim campaign)	Nov-06
T3	To inform the community of the possible sale of further Australian Government equity in Telstra	Oct 06 - Nov 06
Financial Literacy	To assist the community to make informed decisions and better manage their money	Jul 06 - Dec 06
Skin Cancer	To promote skin cancer awareness and preventative measures	Nov 06 - Feb 07
Youth Tobacco	To discourage smoking with younger people	Dec 06 - Mar 07
Opal Fuel/Petrol Sniffing	To inform the community about safety of Opal fuel (NT only)	Feb 07 - Apr 07