

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 60

Outcome 1, Output 4.3

Topic: Government Communications

Hansard Page: F&PA 67

Senator Faulkner asked: Who came up with this extraordinary definition about a campaign commencing when the first ad goes to air? How did that definition come into being?

Answer: In order to provide definitive and comparable information it was necessary for the department to identify a commencement point that was not subject to further amendment or adjustment.