

SENATE STANDING COMMITTEE ON LEGAL AND CONSTITUTIONAL AFFAIRS
ATTORNEY-GENERAL'S DEPARTMENT

Output: Corporate Services Group

Question No. 1

Senator Ludwig asked the following question at the hearing on 24 May:

In regard to the following Media campaigns:

a) National Security Campaign

b) Family Law Campaign

c) Bushfires Campaign

i) On what date were they submitted to the Ministerial Committee on Government Communications (MCGC)?

ii) On what date were they approved (by MCGC)?

d) If you are able to do so, please provide what market research, opinion polling or evaluation has been undertaken of the effectiveness of each campaign.

The answer to the honourable senator's question is as follows:

i) Media placement schedules for the following media campaigns were submitted to the Ministerial Committee on Government Communications on the following dates:

a) National security public information campaign: 12 December 2006

b) A new Family Law system national education campaign: 11 April 2006

c) Bushfire Preparedness campaign: 28 June 2006

ii) Each of these media campaigns were approved by the MCGC at the same meeting that they were submitted.

d) All three of these campaigns are ongoing. In line with established Government practice, a decision on the release of any market research or evaluation will be made by the Attorney-General at the conclusion of each campaign.