



Senator Andrew Bragg  
Chair  
Senate Environment and Communications Legislation Committee  
Parliament House  
CANBERRA ACT 2600

Dear Senator Bragg

On reviewing the Proof Hansard of the testimony given by the department at the Senate Estimates hearing on 25 October 2021, we find that some of the information provided to the Committee would benefit from clarification and correction.

### **Page 30 Research Commencement**

The following exchange occurred between Senator McAllister and myself, Head of Division, Ms Helen Bennett:

*Ms Bennett: The first research would have commenced in July, through the period of August. Then there may have been some other testing in September.*

*Senator McALLISTER: What was the form of the research? Was it qualitative or quantitative?*

*Ms Bennett: It was a mixture of both.*

*Senator McALLISTER: So it involved focus groups at some point?*

*Ms Bennett: That's right, yes.*

*Senator McALLISTER: And a presentation of the campaign materials into those groups?*

*Ms Bennett: That's right.*

*Senator McALLISTER: Through July, August and September? Ms Bennett: That's right, at various stages.*

I write to confirm that the first market research took place in June, not July.

### **Page 30 Social Media Moderation**

The following exchange occurred between Senator Green and myself, Head of Division, Ms Helen Bennett:

*Senator GREEN: What is the purpose of the public relations component of that contract that you read out?*

*Ms Bennett: The public relations component is looking at a range—they have given some advice to the department about the various media - through social media et cetera. They will be running social media moderation services for us and they've also been providing advice on where elements of the campaign could be targeted.*

I write to confirm that Social media moderation is being run by the media provider, Universal McCann, not the public relations agency.

I apologise for any inconvenience caused and ask that you alert other members of the Committee to these corrections.

Yours sincerely

A solid black rectangular box used to redact the signature of Helen Bennett.

Helen Bennett  
Head of Climate Change Division  
23 November 2021