



19 June 2024

Dr Sean Turner
Committee Secretary
Senate Standing Committee on Economics
Parliament House
CANBERRA ACT 2600

Dear Dr Turner

Estimates Hearing Monday, 3 June 2024, Economics Legislation Committee, Department of the Treasury - Proof Committee Hansard, Page 88.

At the above noted Senate Estimates Hearings on Monday, 3 June 2024 I provided the following evidence;

Senator DEAN SMITH: I have a few other questions with regard to the stage 3 tax cuts advertising campaign. Mr Axelby, on the \$47,000 to be spent on the evaluation: by the conclusion of the advertising campaign, how many people are expected to have been asked about the campaign?

Mr Axelby: The original benchmark was 1,000 and then 500 per week.

Senator DEAN SMITH: For every week of the campaign?

Mr Axelby: Yes.

Senator DEAN SMITH: So what is the aggregate figure?

Dr Barrett: About 10,000.

Senator DEAN SMITH: About 10,000 people—

Dr Barrett: Also, just to confirm, the amount you quoted—\$47,621.50—was expenditure. That's expenditure to date; that's not the contract value.

Senator DEAN SMITH: What is the contract value?

Dr Barrett: The contract value is \$192,486.

Senator DEAN SMITH: And by the end of the campaign you expect 10,000 people to have been asked about the campaign?

Dr Barrett: I think that's correct, but we will double-check that and confirm for you.

I am writing to provide an amended response to the Committee in relation to this matter. The aggregated figure is 6,000. 1,000 at benchmarking and 500 per week for 10 weeks.

Regards

Dr Angela Barrett
Chief Operating Officer