

## **Senate Community Affairs Legislation Committee**

### **ADDITIONAL ESTIMATES – 11 FEBRUARY 2016 ANSWER TO QUESTION ON NOTICE**

#### **Department of Human Services**

**Topic:** 'We' campaign

**Question reference number:** HS 21

**Senator:** Cameron

**Type of question:** Hansard pages 132-133

**Date set by the committee for the return of answer:** 4 April 2016

**Number of pages:** 1

#### **Question:**

a) Senator CAMERON: I think you advised me last time that you had an internal slogan. Is that right? You had developed some internal slogan—was it 'Yes'?

Ms Campbell: Was it 'We'—our statement of how we want to behave, those sorts of things?

Senator CAMERON: Yes. How much did you spend on 'We'?

Ms Campbell: That was some years ago, so I think it is best we take that on notice. I do not think I have got anyone here tonight who would have that information.

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b) Senator CAMERON: Can you provide some graphics of how it is used?

Ms Campbell: We can.

#### **Answer:**

a) See the department's answer to Senate Supplementary Budget Estimates 2015-16 Question on Notice HS 158.

b) The attached graphics demonstrate how the 'We' is used.