



**Australian Government**

**Department of Health**

**SECRETARY**

6 July 2015

Ms Jeanette Radcliffe  
Secretary  
Senate Standing Committee on Community Affairs  
Parliament House  
CANBERRA ACT 2600

Dear Ms Radcliffe

**Correction of evidence to 2015 – 16 Budget Estimates Hearing, 2 June 2015**

I am writing to correct evidence provided by my Department to the Committee during its examination of the Department of Health in the 2015 – 16 Budget Estimates hearing on 2 June 2015.

In answering questions from Senator Moore, Mr Davey said:

- a) In relation to drugs campaign – developmental research, formative research. (Hansard, Senate Community Affairs Legislation Committee, Estimates, Tuesday 2 June 2015, Proof Copy, page 99).
- b) That research is developmental research. We have certainly made the research available. (Hansard, Senate Community Affairs Legislation Committee, Estimates, Tuesday 2 June 2015, Proof Copy, page 99).
- c) We did undertake research as far back as 2013. That research I can make available. That was undertaken by Snapcracker Research and Strategy, which we use to help develop concepts and to test different ways that you might communicate. As you would appreciate with these types of campaigns on complex issues, it is an intuitive process that takes some time to get there, so we undertook some research in March this year as well. Snapcracker. (Hansard, Senate Community Affairs Legislation Committee, Estimates, Tuesday 2 June 2015, Proof Copy, page 100).

It has been brought to Mr Davey's notice that clarification needs to be made regarding what type of research was undertaken by specific companies.

The developmental research referred to was undertaken by GfK Blue Moon Research and Planning Pty Ltd in July-October 2012 with the final report provided in May 2013, not Snapcracker Research and Strategy. This research explored attitudes towards illicit drugs, awareness of different drugs and triggers/barriers. The research also provided a segmentation

model to profile potential target audiences and explored message types and channels. This research is available on the National Drugs Campaign website at [www.australia.gov.au/drugs](http://www.australia.gov.au/drugs)

Snapcracker Research and Strategy undertook concept testing research in 2013 to inform the appointment of an advertising agency for the next phase of the National Drugs Campaign. They also undertook two stages of testing of the advertising approach for the ice campaign in 2015 to assess its impact against campaign objectives.

Concept testing research is not publicly released on commercial-in-confidence grounds where it is part of a procurement process for assessment of creative ideas from a number of creative agencies.

Further, in answering a question from Senator Moore, Mr Davey said: 2009-10 was the last time we ran a drugs campaign. (Hansard, Senate Community Affairs Legislation Committee, Estimates, Tuesday 2 June 2015, Proof Copy, page 101.)

Mr Davey would like to clarify that 2009-10 was the last time 'television' was included in campaign activity. Smaller phases of activity have been undertaken since then that included media such as radio, print, outdoor and cinema, but no television advertising.

Yours sincerely

A handwritten signature in cursive script, appearing to read 'M. Bowles'.

Martin Bowles PSM