

**Senate Standing Committee on Economics**

**ANSWERS TO QUESTIONS ON NOTICE**

**Treasury Portfolio**

Budget Estimates

29 May – 31 May 2012

**Question: BET 1329**

**Topic: 'Bank on a Better Deal' Campaign**

**Hansard Page: Thursday 31 May, page 84**

**Senator BUSHBY asked:**

Senator BUSHBY: Did you do any post-campaign research or before-and-after research to see how effective it had been in a quantitative sense?

Mr Lonsdale: I can come back on that. There will be people in our corporate area that administered this and will give a more detailed answer than I can. I am happy to come back on that.

**Answer:**

Benchmarking, tracking and evaluation research was undertaken for this campaign.

This research will be used to prepare an evaluation of the campaign as required by the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies.