

Senate Economics Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Budget Estimates

2014 - 2015

Department/Agency: Treasury

Question: BET 59

Topic: IGR Campaign

Reference: Hansard page no. 74 - 02 June 2015

Senator: Dastyari, Sam

Question:

Senator DASTYARI: Going back, Ms Balzary, to the IGR campaign, when does it end? When does the contract end? I just want to get my Twitter feed back.

Ms Balzary: When do the contracts end?

Senator DASTYARI: When does the public campaign end? In the contracts there must be a point in time where you say, 'We are purchasing ads to this date with the current contracts as they exist.' The government may attempt to do future contracts for future allocations—that is a matter for government. At this point in time, when does it come to an end?

Mr Lonsdale: What we might do is take that on notice because it is quite a precise question that you are asking and we want to be able to give you the most accurate answer. I am happy to take that away. That is a contractual issue.

Senator DASTYARI: The specific question is—and there are two ways of asking to get the same answer, I suppose—what will the time period be for phase 2 of the campaign? How long does phase 2 go for and when does it end? And what I define as ending would be the public component of that. I imagine at the end of it there is a component where you do a review and check the effectiveness and this and that. I mean when the public component comes to an end. In breaking that down if you could put television, radio and digital components separately as to when they come to an end. This may be a question you may have to take on notice but do you have a date for when the government made the decision to proceed with phase 2?

Mr Lonsdale: No I do not.

Answer:

Paid media activity for Phase 2 began on the 26 May and ended on the 30 June.

- Television ran until 27 June.
- Radio ran until 28 June.
- Digital ran until 30 June.

The campaign was approved for launch by the Treasurer on 26 May 2015.