

Senate Economics Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Supplementary Budget Estimates, 2 - 3 November 2005

Question: SBT 2

Topic: Tobacco Advertising Campaign – ‘Mild & Light’

Hansard Page: E85

Senator Allison asked:

1. You have appointed consultants:
 - What was that for?
 - Who are the consultants for?
2. Could you give us a list of the people who were consulted in developing what is now being road tested?

Answer:

1. The ACCC has appointed the following consultant organisations to assist with the delivery of its tobacco consumer awareness advertising campaign:
 - Woolcott Research to conduct research related to the advertising campaign.
 - BMF Advertising Pty Limited to develop the creative strategy and creative materials.
2. The organisations that have been consulted in developing the tobacco advertising campaign are as follows:
 - The consultants referred to in the ACCC’s answer to Question 1
 - The Department of Health and Ageing
 - Quit Victoria
 - Tobacco and Health Branch, Centre for Health Promotion, NSW Health
 - Queensland Health
 - Quit Tasmania
 - Quit SA
 - Cancer Society ACT
 - Tobacco Control Branch, Department of Health WA
 - Alcohol and Other Drugs Program, Department of Health and Community Services, NT