

## EDUCATION, SCIENCE AND TRAINING

### SENATE LEGISLATION COMMITTEE - QUESTIONS ON NOTICE 2004-2005 ADDITIONAL ESTIMATES HEARING

**Outcome:** All

**Output Group:** All

#### **DEST Question No. E490\_05**

Senator Carr asked on 16 February 2005, EWRE Hansard page 13.

#### **Question:**

- A. So the actual expenditure for the campaign was \$2.7 million. Is that the total cost? If there was a \$300,000 saving on the media buy, it must be \$2.7 million, or have I misunderstood something.
- B. Do you have an evaluation of the campaign?
- C. How much will that cost? Could I have the cost of the evaluation?

#### **Answer:**

- A. The costings for all elements of the campaign are yet to be finalised.
- B. Yes.
- C. The tracking/evaluation phase will cost \$38,500 (GST inclusive). This cost is included in the contract variation noted in E480\_05.