

EDUCATION, SCIENCE AND TRAINING

SENATE LEGISLATION COMMITTEE – QUESTIONS ON NOTICE 2003-2004 BUDGET ESTIMATES HEARING

Outcome: ALL
Output Group: ALL

DEST Question No. E169_04

Senator Carr asked on 4 June 2003, EWRE Hansard page 386

Question:

What does the creative work cost? I would like to know the total cost of the campaign. Was any polling done before this campaign? Could I have a copy of the focus group reports?

Answer:

New Apprenticeships television campaign

Creative work cost

The interim answer provided to this question specified the creative work cost as \$871,324. Following reconciliation the cost is \$849,473.

Total cost of campaign

Creative agency	\$ 849,473
Media buy	\$3,606,815
Market research	\$ 209,740
<u>Creative costs audit</u>	<u>\$ 9,350</u>
Total	\$4,675,378

“Polling” was not conducted. Pre-campaign “tracking research” was undertaken 24-28 May 2003 to establish a benchmark for campaign using employer and youth focus groups.

The pre-campaign research comprises two reports - one each for youth and employer audiences. The reports do not include the research company’s methodology or questionnaire as the company has requested these be considered ‘commercial-in-confidence’.