

**SENATE EMPLOYMENT, WORKPLACE RELATIONS AND EDUCATION  
LEGISLATION COMMITTEE**

**2006-2007 BUDGET SENATE ESTIMATES HEARING  
29<sup>TH</sup> AND 30<sup>TH</sup> MAY 2006  
EMPLOYMENT AND WORKPLACE RELATIONS PORTFOLIO**

**QUESTIONS ON NOTICE**

**Outcome 2: Higher productivity, higher pay workplace**

**Output Group 2.2: Workplace relations implementation**

**Output 2.2.3: Workplace relations services**

**Question Number: W127-07**

**Question:**

Senator Wong asked:

According to the responses from Additional Estimates 205/06, DEWR is unable to release or discuss the findings from the market research. Why is DEWR not able to discuss the results of the market research on the advertising impacts as this component has been concluded? (a) Please table information on the effectiveness of the advertising campaign such as the reach of the advertisement and the level of understanding of the changes.

**Answer:**

The Department undertook a two phase campaign on WorkChoices which comprises the initial advertising phase and the current information and education phase. Details of the research will not be released while the campaign is underway as it is informing the campaign. Evaluative research on the full campaign is yet to be conducted. A decision regarding the release of the research will be undertaken following the formal evaluation.

(a) See above.