

Senate Finance and Public Administration Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Prime Minister and Cabinet Portfolio

Department of the Prime Minister and Cabinet

Additional Estimates Hearings 2002-2003, 10-11 February 2003

Question: PM29

Outcome 1, Output 4.3

Topic: Campaign measurement

Hansard Page: F&PA 78-81

Senator Murray asked: Do you have general criteria that you can give us – awareness levels or reach levels, for instance? What are the criteria by which you are going to measure the success of this?

Answer: Communication strategies for information campaigns have communication objectives, specific to each campaign, that are developed by the department running the campaign. These can include such things as increasing awareness and understanding of a new or changed programme, increasing awareness of a hotline (for information, counselling etc), increasing recruits to the defence forces, reducing the number of people smoking, etc.

It is the responsibility of each department to conduct a formal evaluation of its campaign, and to determine the criteria for measuring the success of the campaign against the communication objectives. During and at the conclusion of the campaign, quantitative research can be used to measure achievement against the communication objectives, compared to a measure taken just before the campaign launches, focusing on the target audience's awareness, knowledge, attitudes and behaviour. Indicators other than research also used for evaluating the success of a campaign could include increase in uptake of a programme, number of suitable recruits, etc compared to the situation before the campaign.