

**Senate Finance and Public Administration Legislation Committee**

**ANSWERS TO QUESTIONS ON NOTICE**

**Prime Minister and Cabinet Portfolio**

**Department of the Prime Minister and Cabinet**

**Budget Estimates Hearings 2005-2006, 13 February 2006**

**Question: PM55**

**Outcome 1, Output 4.4**

**Topic: Government Communications Unit – Advertising Medicare**

**Hansard Page: Direct on Notice:**

**Senator Evans asked:**

**1. Has the Government approved funding for an advertising campaign on Medicare for 2006?**

**Answer:** The GCU is not aware of any approval for funding for an advertising campaign for Medicare for 2006.

**2. If so, what is the approved budget for the campaign?**

**Answer:** N/A.

**3. On what date did the MCGC meet to decide this level of expenditure?**

**Answer:** N/A.

**4. When is the campaign due to start? When will it end?**

**Answer:** N/A.

**5. What is the aim of the campaign? What consumer behaviour does the campaign aim to change or influence?**

**Answer:** N/A.

**6. Who will be doing the creative work on the campaign?**

- a) Was this work publicly tendered or select tendered?**
- b) Which companies tendered?**
- c) When did they pitch?**
- d) Did the MCGC view these pitches?**
- e) Were they paid pitches?**

**Answer:** N/A.

**7. How much have you spent on this campaign to date?**

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Additional Estimates Hearings 2004-2005, 14 February 2005

**Answer:** N/A.

**8. How will you benchmark the success of this campaign?**

**Answer:** N/A.

**9. Will you be tracking the effectiveness of the advertising on a daily basis as was the case with the IT campaign? Who gets these reports?**

**Answer:** N/A.