

Senate Standing Committee on Finance and Public Administration
ANSWER TO QUESTION ON NOTICE
Prime Minister and Cabinet Portfolio
Department of Climate Change
Additional Budget Estimates Hearing—February 2009

Written question reference: CC15 (a)-(e)

Outcome/Output: Response to climate change

Topic: Climate Change Advertising Campaign

Hansard Page: written

Question: (Senator Fifield)

- (a) Has the Department monitored the response to the ‘Think Climate. Think Change’ Campaign?
- (b) If not, is it common to spend almost \$14m of tax payers money and not monitor the impact of the expenditure?
- (c) If so, what impact has the \$13.951m ‘Think Climate. Think Change’ advertising campaign had on the general public?
- (d) Can you provide full details of the research?
- (e) What planning is underway for further advertising in the Department?
Can you rule out any further advertising?

Answer:

- (a) Yes, the Department has monitored the response to the campaign.
- (b) Please refer to response to question (a) above.
- (c) Evaluation has not been completed.
- (d) Please refer to response to question (c) above.
- (e) No further advertising is being planned by the Department of Climate Change at this stage. While the Department cannot rule out any further advertising, any advertising that is undertaken by the Department will follow the Government Advertising Guidelines and be subject to a review by the Australian National Audit Office.