

**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:** CC6 (a)-(c)

**Outcome/Output:** Response to climate change

**Topic:** Climate Change Advertising Campaign call centre

**Hansard Page:** F&PA129

**Question:** (Senator Abetz)

- (a) Do we know how many calls were made to this call centre?
- (b) Would you also tell us the dates between which it was actually operational?  
Was it always intended to only operate it until 30 November?
- (c) Was the contract terminated earlier than anticipated?

**Answer:**

- (a) A total of 1616 calls were made to the call centre.

The Department ensured the call centre had enough capacity to respond quickly to enquiries from members of the public who were seeking information about or contributing their views on climate change and the Carbon Pollution Reduction Scheme in response to the advertising campaign.

- (b) The call centre supporting the advertising campaign operated from 21 July to 31 October 2008. It was always intended that it would operate during this period while advertisements were appearing in mainstream media. The contract was specifically for this period and was neither terminated early nor extended.

Please note that this updates information originally provided during the February 2009 Estimates hearings that the contract went until 30 November 2008. The campaign call centre stopped operating on 31 October 2008 as per the contract.

- (c) No.