

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 2003, 26 & 27 May 2003

Question: PM71

Outcome 1, Output 4.4

Topic: Government Communications

Direct on Notice

Senator Faulkner asked: Were both the studies into production and placement costs done internally or by consultants? If the latter, how much did they cost? Were advertising agencies canvassed? When were they carried out?

Answer: I am advised that no study was undertaken into placement costs. The Government Communications Unit contracted a company called P3 to undertake a consultancy which focussed on production of creative material. There was no canvassing of advertising agencies. The study cost \$54,852.53 and took place during August-October 2000.