

Senate Standing Committee on Finance and Public Administration

ANSWER TO QUESTION ON NOTICE

Human Services Portfolio

Department of Human Services

Budget Estimates 2007-08 - May 2007

Question: HS3

Outcome 1, Output 1

Topic: Department of Human Services – Communication and Media

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SENATOR WONG asked on 24/05/2007:

Senator WONG—On how many occasions has such a document been produced for ORIMA?

Ms Grundy—I do not have that information. I would have to check that.

Answer:

A written brief was provided to select tenderers as per Government Communication Guidelines for qualitative and quantitative research to inform the development of the campaign strategy. The brief also referred to the possibility of undertaking future research activities during the life of the campaign such as benchmarking, tracking and evaluation research. Since the initial brief, verbal briefings for additional work have been provided to ORIMA Research as required.