

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 Supplementary Hearings 2003-04, 3-4 November 2003

Question PM60

Outcome 1, Output 3.2

National Security Campaign

Direct on Notice

Senator Faulkner asked: Given the precedent set in 1998 when the market research documents related to the CEIP (Community, Education and Information Programme) TAX campaign were made public – can the advertising and market research reports relating to the National Security Campaign (outlined in PM&C Annual Report 2002-03, Appendix 3, p.120) be made public?

Answer:

Decisions about the release of research reports will be made at the conclusion of the campaign.

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Senator Faulkner asked: Did PM&C receive any copies of the Worthington Di Marzio National Security market research report?

- (a) If yes, how many copies did PM&C receive?**
- (b) When did PM&C receive the report/s**

Answer: Copies of the reports were sent electronically to members of the National Security Campaign Taskforce in the Department and, following the disbanding of the Taskforce, to the former head of the Taskforce, officers in the Government Communications Unit and the National Security Division. Copies were received by PM&C shortly after each phase of the research was conducted (between November 2002 and January 2004). In most cases this occurred the next day.

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Senator Faulkner asked: Did PM&C provide any copies of the Worthington Di Marzio National Security market research report to the Prime Minister's Office?

- (a) If yes, how many copies were provided to the Prime Minister's Office?**
- (b) When did the Prime Minister's Office receive the report/s?**

Answer: The market research reports were discussed at a number of meetings of the Ministerial Committee on Government Communications between 3 December 2002 and 31 January 2003. Copies of relevant research reports were made available to all committee members. A copy of one tracking study report was provided to a committee member in August 2003.

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Senator Faulkner asked: Did PM&C provide any other Ministerial Offices with the Worthington Di Marzio National Security market research report?

- (a) If yes, which Ministerial Offices?**
- (b) When did these Ministerial offices receive the report/s?**

Answer: The market research reports were discussed at a number of meetings of the Ministerial Committee on Government Communications between 3 December 2002 and 31 January 2003. Copies of relevant research reports were made available to all committee members.