

**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 2003-2004, 3-4 November 2003

**Question: PM 65**

**Outcome 1, Output 4.4**

**Topic: Advertising - Security Campaign**

**Direct on Notice**

**Senator Faulkner asked:**

**I refer to the joint press release from Mr Downer, Senator Ellison, and Mr Ruddock dated 13 October which flags a community awareness campaign to raise awareness of people trafficking issues within Australia.**

**There is also flagged in answer to a QON PM part 5 from last estimates further unspecified National Security advertising.**

- 1. Is the People Trafficking Campaign specific to the QON PM 70 part 5 answer, or are there any other security campaigns planned in the run up to the elections?**
- 2. How much will the People Trafficking campaign cost?**
- 3. Has the market research been commissioned? If so, how much, which consultant or agency is carrying it out? Is this market research under way?**
- 4. If other campaigns on security have been commissioned what is their theme? How much will they cost?**

**Answer:**

1, 2 and 3. The Government Communications Unit has not been briefed on the detail of this campaign.

4. The Government Communications Unit is not aware of other campaigns on security.