

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 2005-2006, 31 October 2005

Question: PM 38

Outcome 1, Output 4.4

Topic: Industrial Relations Campaign – Reach target

Hansard Page: F&PA 95

Senator Evans asked: When was the last time a government campaign sought a reach target of this level?

Answer: In 2004, the Medicare campaign had similar reach targets.