

Senate Finance and Public Administration Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Prime Minister and Cabinet Portfolio

Department of the Prime Minister and Cabinet

Supplementary Budget Estimates Hearings 2006-2007, 30 October 2006

Question: PM 26

Outcome 1, Output 4.3

Topic: Skills for the Future Campaign

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Senator Evans asked:

- 1. Have you got a breakdown of the funding for the various elements of the campaign?**

Answer: In terms of media budget, the proposed expense is currently:

- Wave 1 - October/November/December 2006: \$7,910,503
- Wave 2 - January/February 2007: an estimated \$4,721,547
- Wave 3 - June 2007: an estimated \$3,199,034

- 2. Have you got a rough idea? Are the three evenly spread or is it front-end loaded?**

Answer: As indicated in the response to part 1, the campaign was front-end loaded. This is usual for the launch of a campaign.