



Australian Government
**Department of Communications,
Information Technology and the Arts**



our reference

2004/3836

Mr Alistair Sands
Secretary
Senate Finance and Public Administration Reference Committee
Parliament House
CANBERRA ACT 2600

Dear Mr Sands

RESPONSES TO QUESTIONS TAKEN ON NOTICE

On 12 October 2005 you wrote providing a copy of the proof transcript of evidence given on 7 October 2005 by representatives of the Department of Communications, Information Technology and the Arts. You sought additional material in response to questions taken on notice to be provided to the Secretariat by 4 November 2005. I apologise for the delay in responding.

Attached are responses to questions taken on notice by the Department during its appearance before the Committee on 7 October 2005. The responses provided address a number of the Committee's questions on operational matters related to the Department's management of the 2004 community information campaign targeting awareness of telecommunications users' rights.

As foreshadowed at the hearing, and as indicated in the attached responses, questions relating to two specific documents have been referred to the Minister for Communications Information Technology and the Arts.

Yours sincerely

Carolyn McNally
A/g Chief General Manager
Telecommunications
10 November 2005

Senate Finance and Public Administration Reference Committee

Reference: Government advertising and accountability

ANSWERS TO QUESTIONS ON NOTICE

Communications, Information Technology and the Arts portfolio

Department of Communications, Information Technology and the Arts

Hearing 7 October 2005

Topic: Regional Telecommunications Inquiry community information campaign booklets.

Hansard Page: F&PA 48-50, 54

Senator Carr asked:

“How many of these booklets were printed?”

“Have the requests for the booklets dried up as well? How many booklets do you have in stock, for instance?”

“Can you tell me which members of Parliament received copies of that?” (HiBIS booklet)

Answer:

The initial print run in May 2004 was 200,000. The booklet was reprinted (5,000 copies) in February 2005. The reprinted copies have been used to fill ad hoc orders, and for handouts at conferences and seminars etc.

The Department also undertook to provide a break down of costs associated with the printing of other campaign-related booklets. Print runs, cost information and remaining stocks for all three campaign booklets are as follows:

	<i>“Your Phone Service. Your Rights.”</i>	<i>“HiBIS. Bringing Broadband To You. Higher Bandwidth Incentive Scheme.”</i>	<i>“Phone services: What are Our Rights? Connecting Us Mob”</i>
Print run	200,000 + 5,000	100,000	120,000
Printing Cost	\$39,000 + \$2,400	\$7,000	\$15,000
Stock remaining	3,500	63,000	25,800

The HiBIS booklet was not specifically distributed to Members of Parliament. Members of Parliament were supplied with booklets upon request to the public toll-free number.

Senate Finance and Public Administration Reference Committee

Reference: Government advertising and accountability

ANSWERS TO QUESTIONS ON NOTICE

Communications, Information Technology and the Arts portfolio

Department of Communications, Information Technology and the Arts

Hearing 7 October 2005

Topic: Regional Telecommunications Inquiry community information campaign strategy

Hansard Page: F&PA 42

Senator Carr asked:

“All right, but I would like to know about the nature of the work that you were drawing upon. You may be able to help me with this by providing me with a copy of the draft campaign strategy document that you presented on 2 September.”

Answer:

The Department is seeking advice from the Minister in relation to this document.

Senate Finance and Public Administration Reference Committee

Reference: Government advertising and accountability

ANSWERS TO QUESTIONS ON NOTICE

Communications, Information Technology and the Arts portfolio

Department of Communications, Information Technology and the Arts

Hearing 7 October 2005

Topic: Regional Telecommunications Inquiry community information campaign
evaluation

Hansard Page: F&PA 53-55

Senator Carr asked:

“When was the survey undertaken?”

“Can I have a look at your evaluations for the effectiveness of this campaign?”

Answer:

At the hearing, the witness referred to a Departmental document dated December 2004 as the date of the survey. In fact, survey work was undertaken during the campaign to determine its effectiveness.

The Department is seeking advice from the Minister in relation to this document.

Senate Finance and Public Administration Reference Committee

Reference: Government advertising and accountability

ANSWERS TO QUESTIONS ON NOTICE

Communications, Information Technology and the Arts portfolio

Department of Communications, Information Technology and the Arts

Hearing 7 October 2005

Topic: Regional telecommunications Inquiry community information campaign timeline

Hansard Page: F&PA 41-47

Senator Carr asked:

“So when were you expecting the campaign to run? What was your proposal to the GCU?”

“At the point when you proposed the campaign, what materials had been prepared?”

“DCITA will obviously need to check.”

“When the department put its submission to GCU on 2 September, did they recommend a date at which this campaign should run?”

“It would be helpful if you could provide that chronology and time line.”

Answer:

A draft outline for a communications strategy was first taken to GCU in September 2003. It had a very rough timetable attached which anticipated a February/March start to the campaign.

There were discussions between DCITA and GCU as to the need for market research before finalising the strategy and taking it to MCGC. Qualitative research was conducted by Quantum Market Research in December 2003 and the results were incorporated into the communication strategy. A strategy was then put before the February 2004 meeting of the MCGC.

The draft timeline is attached.

RTI campaign timeline

As at 12 February 2004

The anticipated roll-out for the campaign strategy will be:

Date	Action
16 February	• Question and answer sessions—creative agencies
18 February	• Question and answer sessions—PR agencies
19 February	• Question and answer sessions—indigenous communications consultants
2 March	• PR proposals and presentations to Department evaluation panel
3 March	• Indigenous proposals and presentations to Department evaluation panel
4 March	• Creative agencies present to Department evaluation panel • Concept testing commences (market researcher)
12 March	• Market researcher presents topline report on creative concept testing
16 March	• Written report on creative concept testing provided by market researcher
16 March	• Selection reports for PR and indigenous consultant selections to GCU (with ministerial approval)
17 March	• Creative agency shortlist recommendations agreed by evaluation panel
19 March	• Selection reports for creative agency selections to GCU (with ministerial approval)
23 March*	• MCGC selects creative agency
24 March	• Successful agency briefed by department (with market researcher)
30 March	• MCGC selects indigenous and PR consultants
31 March	• Department briefs successful indigenous and PR agencies
31 March	• Agency submits revised concepts
1-5 April	• Market researcher tests revised concepts
7 April	• Market researcher presents top-line findings for revised concept testing
By 16 April*	• MCGC to approve final concepts for production
7 May	• Creative agency produces near-final creatives
10-12 May	• Market researcher tests near-final creatives
Early May	• Market researcher conducts benchmark research
14 May	• Market researcher presents top-line findings for near-final creatives testing
18 May	• Near-final creative materials to GCU for MCGC approval, with market researcher report
By 21 May*	• MCGC considers near-final creatives with concept testing report
28 May	• Final creatives to GCU for MCGC approval
By 1 June*	• MCGC approval of final creatives
First week June	• Advertising commences
June	• Tracking research Wave 1 • PR and indigenous campaigns rollout • Campaign evaluation

**subject to MCGC availability*

Senate Finance and Public Administration Reference Committee

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ANSWERS TO QUESTIONS ON NOTICE

Communications, Information Technology and the Arts portfolio

Department of Communications, Information Technology and the Arts

Hearing 7 October 2005

Topic: Regional Telecommunications Inquiry community information campaign response.

Hansard Page: F&PA 54

Senator Carr asked:

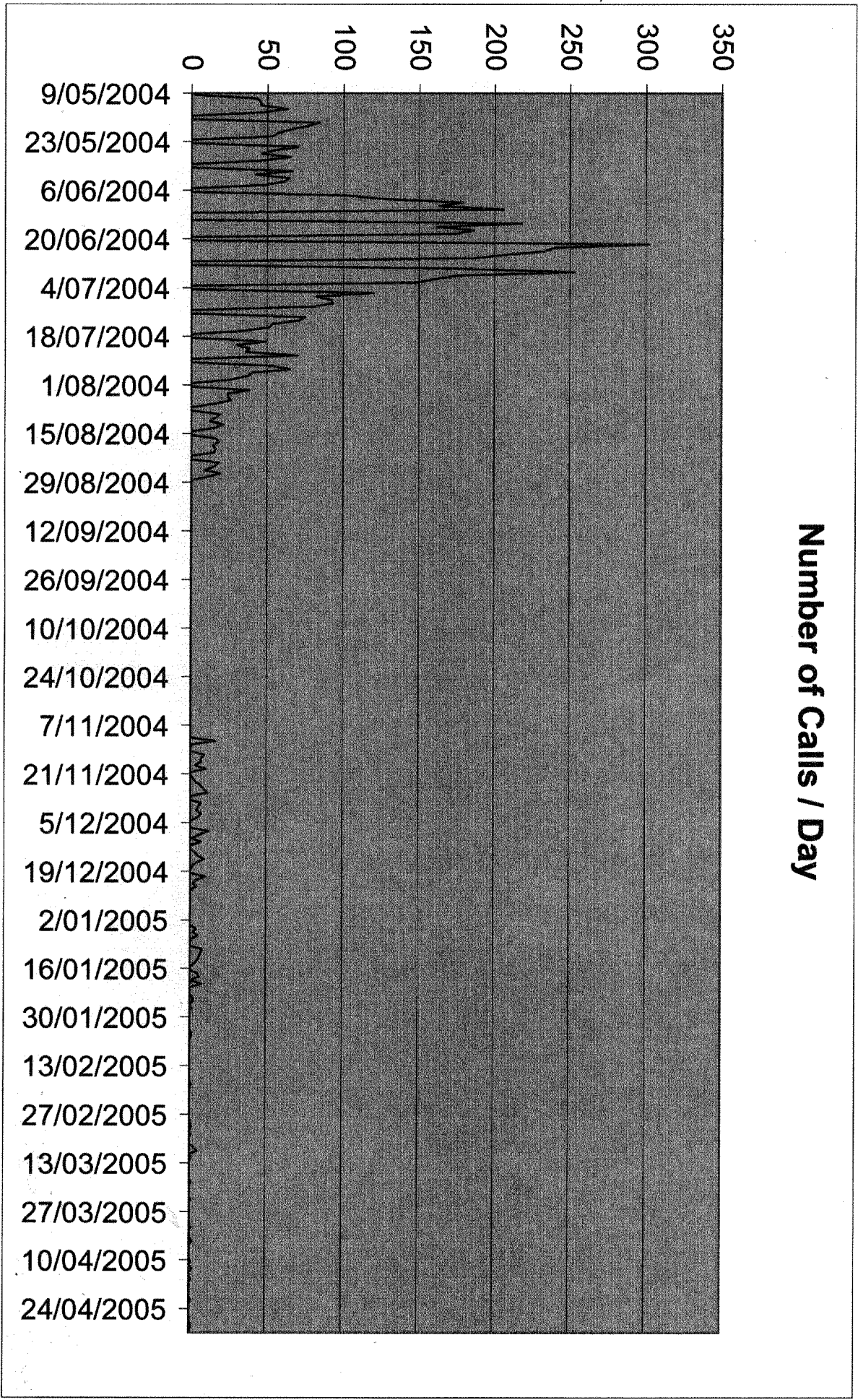
“Do you have a chart showing when the contacts with the website were made? The figures you gave me before were for 6,000 people.”

Answer:

As the witness explained, the contacts were not to a website but were instead calls received. A total of 6,567 calls were handled between 9 May 2004 and 30 April 2005. The campaign's 1-800 number was suspended during the caretaker period leading up to the last Federal Election. A chart showing daily call volumes from the start of the campaign to 30 April 2005 is attached.

Call volumes since April 2005 have continued to be at a low level and are almost exclusively to do with the Higher Bandwidth Incentive Scheme. Precise statistics on call volumes to the campaign 1-800 number are no longer kept as this represents an inefficient diversion of resources for low call volumes.

Number of Calls / Day



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