

Anonymous

I was going to make a comment on the (sort of) proposed 'slip, slop, slap' type campaign, but thought that it might be considered facetious! Funding for campaigns seem to be readily available towards the end of a Government's term in office (the capital 'G' isn't really a slip) and recent months has born this out. So the Taskforce (and the proposed 'Centre' for promoting financial literacy) would be now aware of when to send up a proposal to the Ministerial Council. Of course to be as successful as the original 'Slip, Slop, Slap' campaign of the Cancer Council, many relaunches would be needed over the years - and there's the rub!

Having experienced a launch, and a recent relaunch, I can only warn of the political implications of Government campaigns. In our case considerable sums of money have been spent on the Campaign, and again on the relaunched Campaign - but they forgot to fund the program that was being launched (that's an added touch for our Campaign; I thought that the hospital without patients, in 'Yes Minister', was hilarious, but in reality the situation can only be described a sad). The main aspect of the original launch, and the relaunch, was the political ploy undertaken. It obviously seems to have been too much of a temptation for the Ministerial Council - all those millions of pamphlets and booklets going out to millions of addresses; "why don't pass on a message of how much we (the incumbent Government) are doing for the 'consumers'?", must have come to mind. Nary one Minister paid attention to the program being 'launched' (the original was also a relaunch, just a name change applied!) or the real message that was being put out on behalf of the worthy Program - we found that the net result of the gigantic mail outs was negative in terms of the original message.

So the Taskforce, and the 'Centre' for promoting financial literacy, need to be aware that Government campaigns have severe draw backs. What eventually comes out of the pipeline, when the Ministerial Council has finished taking part in the 'design work', may not resemble the original message that went in. It's very unlikely that a neat and successful campaign, such as the 'Slip, Slop, Slap' campaign, can be achieved using political channels. And the system of the Ministerial Council 'approval' of Government campaigns is one such political channel.

I proffer this email in terms of a gentle warning - Government campaigns do have drawbacks.