



THE LISBON TREATY

2009 REPORT



Report of the Referendum Commission
on the Referendum on the
TWENTY-EIGHTH AMENDMENT OF THE CONSTITUTION
(Treaty of Lisbon) BILL 2009 (Lisbon II)



Foreword

Pursuant to Section 14(1) of the Referendum Act 1998, I hereby present to the Minister for the Environment, Heritage and Local Government the report of the Referendum Commission on the performance of its functions in respect of the referendum on the Twenty-Eighth Amendment of the Constitution (Treaty of Lisbon) Bill 2009.

On 7 July 2009, the Minister established the Referendum Commission by order to carry out the functions conferred on it by the Referendum Act 1998, as amended by the Referendum Act 2001, in respect of the referendum.

Following my nomination by the Chief Justice, I became Chairman of the Commission, the other four members being the specified *ex officio* appointees.

Frank Clarke
Chairman
Referendum Commission

January 2010

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Background

Establishment of the Referendum Commission

Under the Referendum Act 1998, on each occasion that a referendum falls to be held, the Minister for the Environment, Heritage and Local Government may, at his discretion, appoint a Referendum Commission. A Commission is established by means of an Establishment Order issued by the Minister in respect of the proposed referendum. The Act of 1998 provides that the Chairman of the Commission shall be a former judge of the Supreme Court or the High Court or a judge of the High Court.

On 7 July 2009, the Minister made an Establishment Order in respect of the referendum on the Twenty-Eighth Amendment of the Constitution (Treaty of Lisbon) Bill 2009 ("the Lisbon Treaty Referendum"). Mr Justice Frank Clarke, Judge of the High Court, accepted the nomination of the Chief Justice to act as Chairman of the Referendum Commission established by the Minister.

The other, *ex officio*, members of the Commission were:

Mr Kieran Coughlan, Clerk of Dáil Éireann

Ms Deirdre Lane, Clerk of Seanad Éireann

Ms Emily O'Reilly, Ombudsman

Mr John Buckley, Comptroller and Auditor General

On 13 July 2009, the Minister for the Environment, Heritage and Local Government, by order, appointed Friday 2 October 2009 as the date on which the referendum would be held.

This was the eighth Referendum Commission appointed since the enactment of the 1998 Act.

Role of the Referendum Commission

Since 2001, the Commission's primary role has been:

- a)** To prepare one or more statements containing a general explanation of the subject matter of the proposal and of the text thereof in the relevant Bill and any other information relating to those matters that the Commission considers appropriate.
- b)** To publish and distribute those statements in such manner and by such means including the use of television, radio and other electronic media as the Commission considers most likely to bring them to the attention of the electorate and to ensure as far as practicable that the means employed enable those with a sight or hearing disability to read or hear the statements concerned.
- c)** To promote public awareness of the referendum and encourage the electorate to vote at the poll.

The legislation clearly defines the parameters of the role of the Commission in a referendum campaign. Despite this, there was some misinformed public comment about the role of the Commission. Some people still believe that its role is to provide the arguments for and against the referendum proposals, despite the fact that this role was removed 8 years ago and four referenda were subsequently held under the new provisions, prior to the second Lisbon Treaty referendum. Others saw its role as the arbiter of the arguments being advanced by either the Yes or No campaigns. This also is not the Referendum Commission's role; however, in a number of areas, where the Commission considered that there was a matter of significant public concern and importance, it did decide to clarify matters and to provide appropriate information in relation to them.

Funding of the Referendum Commission

The Commission was allocated a budget of €4.2 million for the information campaign. This compared with a budget of €5 million for the first Lisbon Treaty campaign. The decision of the Commission not to send an addressed booklet to each voter (an unaddressed guide was delivered to each house instead) combined with the economic conditions which resulted in more competitive pricing, meant that the Commission was able to conduct an effective campaign and still return €1.1 million of its funding to the Department of Foreign Affairs. A breakdown of the expenditure incurred in the referendum campaign is given in the appendix to this report.

An audit of the accounts of the Referendum Commission confirmed that proper financial procedures were followed. The audit identified no weaknesses in the Commission's systems of control and confirmed that proper books of account were kept. Procedures for procurement were also found to be in accordance with Department of Finance Public Procurement guidelines.

The secretariat to the Referendum Commission was provided by the Office of the Ombudsman and the Standards in Public Office Commission. These staff costs were borne by the Office of the Ombudsman and were not covered by the €4.2 million budget for the information campaign. Members of the Referendum Commission do not receive any payment for Commission work.



Information Campaign Strategy

Procurement

In 2008 an open public procurement competition was held for the provision of marketing/project management/communications consultancy services to the Referendum Commission established for the first referendum on the Lisbon Treaty. The successful tenderer was to provide such services in respect of the 2008 referendum on the Lisbon Treaty, and to be available to be retained in respect of future referendums held within three years of the completion of the first contract. A consortium led by Murray Consultants won the 2008 competition and the 2009 Commission availed of the option to retain the same consortium. Following an open procurement process, the contract for the national distribution of the Commission's guide to the Lisbon Treaty was awarded to An Post.

Strategy

During July 2009 the Commission held several meetings to decide the structure and content of its campaign. These discussions were guided by the Commission's awareness that in relation to its task of promoting understanding of the referendum proposal, it was starting from a different base than in 2008. The intense discussion of the referendum proposal during the 2008 campaign followed by regular debate since then and in particular in the course of the June European Parliament elections, meant that public understanding of the Lisbon Treaty was likely to be at a higher level than when the 2008 campaign began. Voter research conducted by Behaviour and Attitudes on behalf of the Referendum Commission in July supported this thesis. It showed that 60 per cent of voters said they had at least some understanding of the Treaty, compared to just 21 per cent in April 2008 at what was roughly the equivalent point in the 2008 campaign.

Informed by a belief that public knowledge was at a higher level, and having reviewed post-campaign research in the wake of the 2008 campaign, the Commission decided it would take a somewhat different approach than it had done in 2008 and made a number of key changes:

- In 2008, a detailed guide was posted to all homes, and post-campaign research had shown many voters found it difficult to understand. The distribution costs of that booklet exceeded €1m. In 2009, a much shorter handbook summarising the key points of the Lisbon Treaty was delivered to all households, at a much lower cost while an extended guide was made available on the web, through public offices and to those who sought it by phone.
- In 2008, the Commission felt that because public understanding of the Lisbon Treaty was so low, traditional advertising would lose the attention of voters if it sought to explain the content of the Treaty. The main thrust of the 2008 advertising campaign was therefore to tell people the referendum was taking place, to encourage them to vote, and then to direct them to where detailed information could be obtained. On the basis that there was higher public understanding of the Treaty, the 2009 Commission decided to use its advertising campaign to explain details of the Treaty.
- The Commission also decided that it should set out to use the media to explain key points in the Treaty and to give an unbiased analysis of particular issues that arose in the course of the campaign. This was to be done through media appearances by the Chairman.

Campaign Elements

The Commission decided on a series of publications and events that would form the basis of its campaign to fulfil its statutory mandate to raise awareness of the referendum, to increase public understanding of the referendum proposal and to encourage voter turnout.

The Commission decided that it would:

- 1 Prepare and distribute to all homes a short guide to the Treaty, containing what the Commission determined to be the main points of the Treaty.
- 2 Prepare an extended guide explaining the Treaty more comprehensively, and distribute this via public offices and to anyone who requested it. The existence of this extended guide was widely publicised through the short guide, the advertising campaign, and through other means.
- 3 Also publish this extended explanation of the Lisbon Treaty and the referendum proposal, and publish other related material on a dedicated website.
- 4 Run a "register to vote" campaign through online advertising aimed in particular at younger voters, and through seeking press coverage. This was to encourage people to check they were on the electoral register, and to register to vote.
- 5 Establish a Lo-call phone service for voters who wished to order a copy of the extended guide or to ask questions about the Treaty content.
- 6 Hold a press conference to announce its plans.
- 7 Run a major national advertising campaign on television, radio, press, outdoor and online, with a variety of executions and texts, to explain specific aspects of the Treaty.
- 8 Target younger voters by taking advertising on social networking sites such as Bebo and Facebook and organising a "viral" video to be placed on YouTube.
- 9 Change the advertising message in the final week to one encouraging people to vote.



The Commission's Information Campaign

Website

The Commission produced a lively, animated website - www.lisbontreaty2009.ie - with a number of interactive features. Its core content was the text of the extended guide to the Treaty. A key feature was the explanation of specific detailed aspects of the Treaty through the use of different actors delivering short scripts. Users could simply click the topic they wished to have explained and the actor would give a short, concise explanation.

The site contained additional features such as history of the development of the EU, frequently asked questions, a link to the "check the register" web site, explanations of the EU institutions, a summary overview of the Treaty provisions and a facility to download the Treaty and the handbook.

The site had some 70,000 unique visitors and 3 million hits in the course of the campaign.

Lo-call phone service

The Commission established a lo-call number which voters could call if they wanted a copy of the more detailed guide to the Treaty posted to them, or if they wanted further information on various matters. The Commission advertised this number, while the guide to the Treaty sent to all homes advertised both this and the Commission's regular telephone number. A roughly equal number of calls was received by each.

The provider of the lo-call service provided a post-campaign analysis of calls received. It received 1085 calls in the course of the campaign, a small number given the extent to which the phone number was publicised. The most likely explanation is that voters had a huge number of alternative sources of information on the Lisbon Treaty. The Referendum Commission itself provided the guide delivered to every home, a well-advertised website, advertising in all media

and free-to-air broadcasts explaining key elements of the Treaty. Campaigners with different points of view also published extensive material. In this context the relatively low number choosing to use a telephone line to seek information may not be surprising.

Just over 60 per cent of calls were from people seeking copies of the Commission's extended guide to the Lisbon Treaty. In the more concise guide delivered to all homes, and in other publicity material, the Commission drew attention to the fact that it had published a more detailed guide. This guide was available through public offices, and also to people who called the phone line asking for it to be posted to them.

A further 25 per cent of calls were from people with specific queries which were resolved through a relatively brief conversation. The largest number of these concerned details of voting, polling times, who was eligible to vote, how to check the electoral register, etc. A small number were on specific aspects of the Treaty. The call centre staff were trained in answering a number of the more common questions concerning the Treaty and in most cases, these answers fulfilled callers' requirements.

Just 3.3 per cent of callers had queries which had to be referred by call centre staff to others for resolution. These typically involved more detailed aspects of the Treaty. In some cases, the call centre staff obtained the information sought and phoned callers back. In a small number of cases Commission staff or staff from our communications advisers returned calls to explain specific issues.

The callers not fitting into the above categories included those with various complaints about the behaviour or statements of campaigners on different sides (over which the Commission has no jurisdiction) and a small number of people who wanted information e-mailed to them.



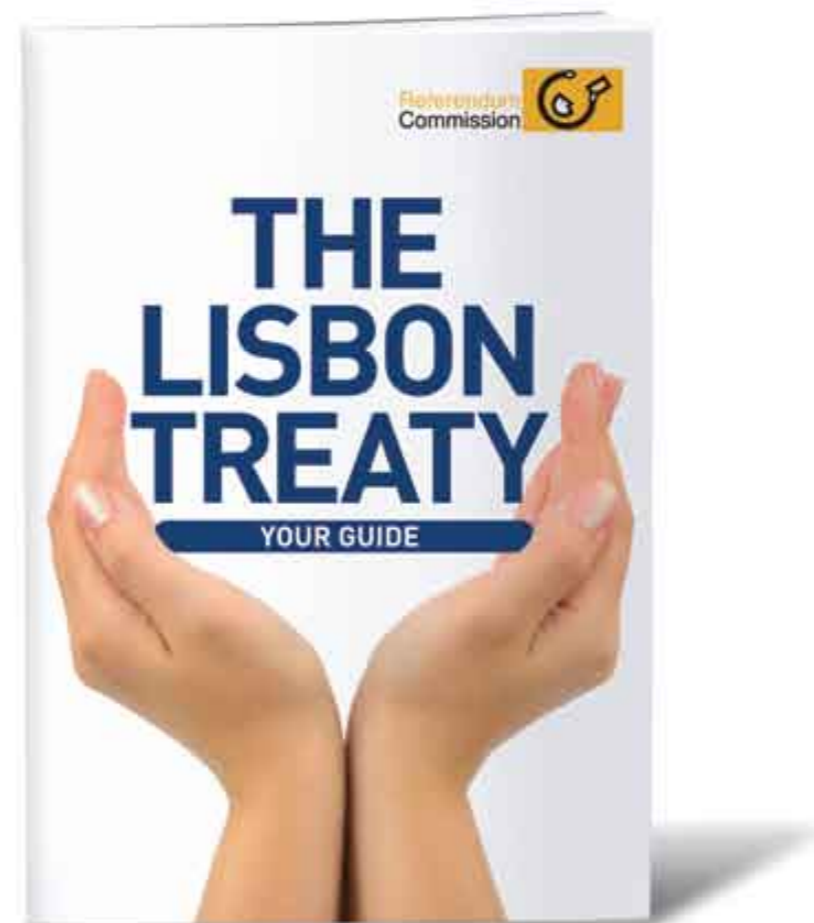
The Guide for all homes

The Commission took note of the research conducted by the previous Referendum Commission after Lisbon I in 2008 which found that its handbook was complex and dense. However, the Commission also noted the research conducted by the Government after the 2008 campaign on the usefulness of the various publications produced during that campaign. That research found that the Referendum Commission's handbook was seen as the most useful of the guides produced.

In 2009, the Commission decided that the publication it would deliver to all households would be considerably shorter, would contain just the main points, and would be produced and written with readability and attractive design as a priority. This publication, called **The Lisbon Treaty, Your Guide** contained short information on the main proposed changes as well as information on whether and how the Lisbon Treaty would affect some specific issues that research had shown to be of public concern.

Immediately after distribution, a poll conducted for the Commission showed 45 per cent said they had read all or part of it, with a further 41 per cent saying they would do so. A further Referendum Commission poll taken after the campaign ended showed 57 per cent had found this guide to be helpful. Focus group research produced largely positive feedback in relation to the handbook with people having found it to be bright, attractive and relatively easy to read.

In line with the Official Languages Act, the handbook was published in English and Irish under the same cover. It was published in Braille and audio tape for persons with a sight disability and these versions were distributed through the National Council for the Blind. In addition, the Commission produced a special sign language video of the handbook for distribution to Deaf Clubs throughout the country.



The Commission decided that distribution of the handbook should begin in the first week of September, four weeks before polling day on October 2nd. Any earlier was seen as running the danger of the guide arriving during August when voters' minds were not focused on the issue. There was concern that if it were later, the guide could get lost in a tide of material produced by partisan campaigners.

The Advertising Campaign

The Commission decided to focus its advertising on explaining a number of key aspects of the Treaty. These included the changes to the EU institutions, the change in the EU's Qualified Majority Voting (QMV) system, and the impact of the Treaty - if any - on issues of public concern such as military neutrality, abortion, and workers' rights. It settled on three different sets of issues and decided that these three different messages should inform the text of television, radio and print advertising.

The campaign ran across all media, with the television advertising seen as "leading" the campaign. The television advertising was based on a concept in which ordinary people in everyday situations (at work, at home, socialising, etc.) were seen recounting to themselves facts that they knew about the Lisbon Treaty. As well as imparting the actual information, the concept also aimed to reinforce the idea that "ordinary" people are perfectly capable of understanding the key aspects of the Lisbon Treaty.

The print advertising also featured images of "ordinary" people together with text similar to that used in the television advertising. The radio advertising involved a number of executions in each of which a different individual gave some basic facts on the Treaty. The online advertising was simpler but also more interactive, with users being able to click through various ads, bringing up different texts. Finally, a small scale pub campaign was organised with small humorous posters with very simple messages placed in pubs targeted specifically at the younger age cohort.

As has been the practice in recent referendums, the Commission was allocated all "free-to-air" time by broadcasters in relation to the Referendum. This year the Commission chose to record two minute long free-to-air broadcasts for television, a time frame seen as quite long in broadcasting terms.

The broadcast featured a single actor delivering a script outlining the main changes in the Treaty. Focus group research conducted for the Commission after the campaign showed that some voters did find the length challenging, but that these were nevertheless the most memorable broadcasts of the entire campaign, including advertisements. For the radio free-to-air slots, the Commission decided the most effective option would be to use the extra time to get extra slots for its advertisements, rather than record a new script.

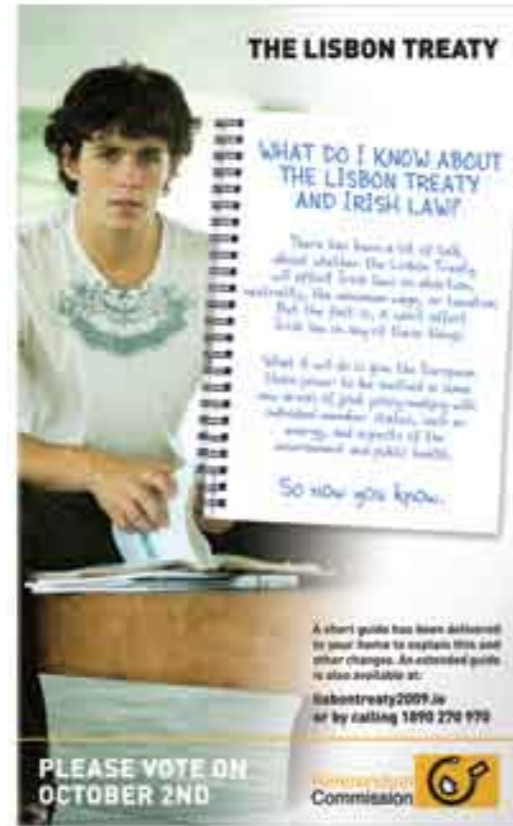
The Commission received excellent co-operation from all broadcasters in relation to the provision of free airtime at peak viewing and listening periods for these broadcasts.



The Advertising Campaign



Press Advertising



Press Advertising



Restroom Advertising



Bus Advertising



Billboard

Engagement with the Press

In July, at the outset of the campaign, the Commission decided to seek a short, intense period of engagement with the media to establish itself in the eyes of the media and the broader public as the credible and reliable source of information. Shortly after it was set up, the Chairman Mr Justice Frank Clarke did an interview with RTE explaining his and the Commission's role. He wrote an opinion piece for The Irish Times and a similar one on the same day for the Irish Daily Star asserting that it would not be difficult for voters to understand the Treaty. He also did an interview with Independent News Network which was syndicated to around 20 regional radio stations around the State. This public engagement was very positively reviewed by the media and it laid the ground for substantial engagement with the media as the campaign progressed.

The Commission held a press conference in Dublin in early September to launch the details of its campaign.

The Commission and RTE agreed that for each of the final four Fridays of the campaign, the Chairman would appear on Morning Ireland in a substantial question and answer session on the Treaty. This was designed to give information on the Treaty and to address issues as they came up during the campaign. Each of the Morning Ireland sessions was preceded by a Commission meeting on the previous day.

The Commission also agreed with the Irish Daily Star that the Chairman would write a daily question and answer column in that newspaper, explaining key aspects of the Treaty, for the final four weeks of the campaign. The Chairman also did an interview with The Irish Times, two interviews on NewsTalk, a lengthy interview on RTE's Saturday View programme and an appearance on an RTE "Campaign Diary" television programme near the end of the campaign.

The variety of media outlets through which the Commission sought to convey its information allowed a broad audience across all demographic groups to be reached.

In a lively campaign, with articulate and vociferous protagonists on each side of the argument, the Chairman's accessibility and the active public role he played reinforced the role of the Commission as the credible impartial source of information.

Monitoring of public interest and awareness

The Commission conducted three opinion polls. Each sought to assess the level of public understanding of the Treaty in general, and to ascertain the issues that were of concern to voters in relation to the referendum.

The first poll taken in July informed the Commission's decision to organise its public information campaign on the basis that voters were starting with a higher level of understanding of the Treaty than in 2008. The results were also considered when the Commission was deciding what issues it should focus on in its material.

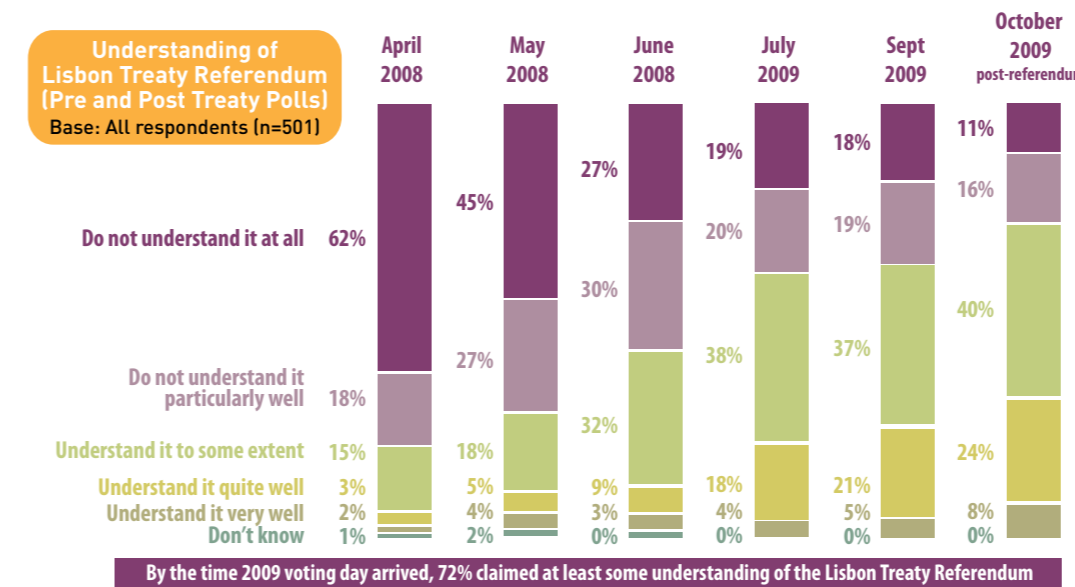
The second opinion poll, in early September, showed growing understanding of the Treaty and also identified some new issues that were of concern which had not emerged earlier. These findings informed some changes in the text of the Commission's advertising.

The final wave of research took place immediately after polling day. It was designed primarily to assess in detail the effectiveness of different elements of the Commission campaign both to measure value for money and to inform future Commissions in their work.

In deciding what questions to put to voters, the Commission was conscious of the need to ask questions that would allow for valid comparisons between polls taken during the 2008 and 2009 referendums. In 2009 it used the same research company, Behaviour and Attitudes, as had the 2008 Commission. Several of the key questions asked in 2009 were identical to those asked in 2008.

A number of clear trends emerged. Perhaps the most fundamental for the Commission was the steady change in voter understanding of the Lisbon Treaty. Voters were asked to choose between five different descriptions of their level of understanding of the Treaty, ranging from one saying that they did not understand it at all to, at the other end of the scale, one saying they understood it very well. This question was asked three times during the 2008 campaign and three times during the 2009 campaign.

The results are shown in the table below:



Q.7 And by the time this year's Lisbon Treaty Referendum was held on 2nd October last, how well do you feel you understood what the Lisbon Treaty Referendum was about, on a scale of 1 to 5 where 1 is you feel you understood it very well and 5 is you did not understand it at all?
PROBE TO APPROPRIATE CODE 53

Voters' stated understanding of the Treaty rose steadily as the campaign progressed, as indeed it had done since the first of the 2008 Commission's polls in April of that year. In April 2008, just 20 per cent said they understood the referendum to some extent, quite well or very well. In May 2008, this had risen to 27 per cent and in June 2008 it stood at 44 per cent.

At the outset of the 2009 campaign in July 2009, this had risen to 60 per cent, rising to 63 per cent in September to a high of 72 per cent immediately after polling day.

The efforts of the Commission and the volume of communication by campaigners in the course of the campaigns undoubtedly helped increase public understanding. The polling company suggested that the increase in understanding between the campaigns was due to the fact that discussion of the Treaty did not stop after polling day in 2008 but continued between the two referendums, in particular during the 2009 European Parliament election campaign. The polling company suggests, and the Commission tends to agree, that this discussion over a prolonged period helped increase public understanding.

The Commission was very pleased with the actual voter turnout of approximately 58% on polling day of 2nd October.

Research findings on Commission Campaign

Overall, the post-campaign research found voters to have been more engaged with the 2009 campaign than that in 2008. The post-campaign research was designed mainly to assess the impact of different aspects of the Commission campaign. The single most important aspect of Commission campaigns is usually seen as the guide to the referendum proposal that is delivered to all homes. Some 77 per cent of voters said they had received the guide. The guide was in fact delivered to all homes and it may be the case that some voters did not pay much attention to it when it arrived, and did not remember receiving it. Of those who received it, 33 per cent said they read all or most of the guide, 48 per cent read certain parts of it and 19 per cent said they did not read any of it.

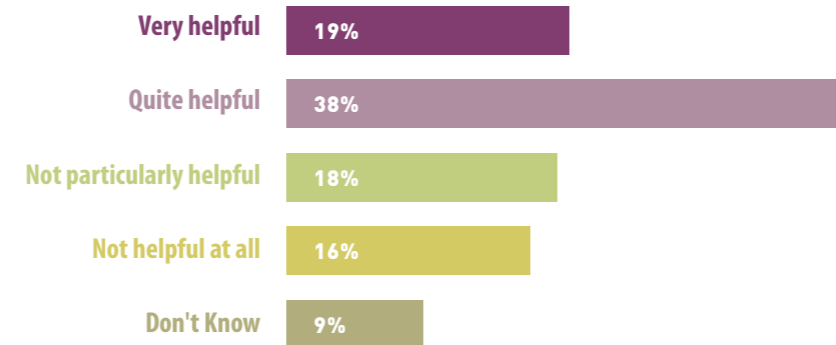


The majority of those who received the guide found it helpful in improving their understanding.

A clear majority of those who received it found it helpful as shown in the table opposite:

The great majority of respondents said they had been exposed to at least one element of the Referendum Commission's campaign. The free-to-air broadcast was seen as the most effective communications tool used. A point raised by a significant number of focus group participants was that the Commission would have much greater impact if it could begin its campaign earlier than it does. This is a point typically made by every Referendum Commission. The law currently only allows for the establishment of a Referendum Commission quite close to polling day, and if the law could be changed to allow for an earlier start or for a permanent standing Referendum Commission, this would allow the Commission fulfil its mandate more effectively.

How helpful the guide was Base: All receiving guide (n=392)



Q. 10 How helpful did you find the guide in improving your understanding of the Lisbon Treaty Referendum?



Approval of Bodies for the Purposes of the Referendum

The Referendum Act 1998 provides that a body may apply to the Referendum Commission for a declaration that it is an approved body for the purposes of a referendum. Approved bodies are entitled to appoint agents to attend at the issue and opening of postal voters' ballot papers, at polling stations and at the counting of votes. Members of both Houses of the Oireachtas, who currently have the right to appoint such agents, would continue to have this right.

In order to become an approved body, an applicant must fulfil certain conditions:

The body must be a body corporate or unincorporated body which, or a branch of which, is established in the State, governed by a constitution, a memorandum of association or other such document or other written rules and having a membership of not less than 300;

The body must have an interest in the referendum and have a name which is not identical to, or does not closely resemble, the name of a political party registered in the Register of Political Parties. A political party for the time being registered in the Register of Political Parties is deemed to be a body for the purposes of the Act and need not establish compliance with the above conditions;

Applications must be made on the official form, which is available from the Commission and must be submitted within such time as the Commission may specify.

The Referendum Commission may refuse to make a declaration if a body does not fulfil the relevant conditions, or fails to provide the Commission with reasonable information or documentation which the Commission considers necessary to determine the application.

The Commission may also revoke a declaration made by it in relation to a body where it is satisfied that false information has been furnished to it. The Act also provides, under section 9, that it will be an offence knowingly to provide false information in relation to an application.

On 27 August 2009, advertisements were placed in the national press inviting applications from bodies seeking approval for the purposes of the referendum. The specified closing date was 8 September 2009. Following the application process the Commission approved 11 bodies. These bodies are listed in the following table.



Approved Body	Address
Fianna Fáil	Fianna Fáil, 65-66 Lower Mount Street, Dublin 2
Fine Gael	Fine Gael, 51 Upper Mount Street, Dublin 2
The Labour Party	17 Ely Place, Dublin 2
CÓIR	54 Elizabeth Street, Dublin 3
The Workers Party	12 Mountjoy Square, Dublin 1
Christian Solidarity Party	14 North Frederick Street, Dublin 1
The Green Party	16 Suffolk Street, Dublin 2
Sinn Féin	c/o 44 Parnell Square, Dublin 1
Seniors Solidarity Party	1A Seafield Court, Bissett Strand, Malahide, Co. Dublin
People Before Profit Alliance	26 Elmwood Avenue, Ranelagh, Dublin 6
Peoples Movement	25 Shanowen Crescent, Dublin 9

Two bodies applied for approved status but were not considered because the applications were received late:

Body	Address
South Kerry Independent Alliance	Clasheen, Killarney, Co Kerry
Socialist Workers Party	1 Galtymore Drive, Drimnagh, Dublin 12

Recommendations

Based on its experience in this and previous referendum campaigns the Commission wishes to repeat a number of previous recommendations made to the Minister for the Environment, Heritage and Local Government who has overall responsibility for franchise and electoral matters. The Commission also requests that the Oireachtas give consideration to these recommendations.

The Commission recommends that the Minister should consider:

1. Establishment of an independent body - such as the proposed Electoral Commission - which would consolidate the various electoral functions, including those of the Referendum Commission. It is noted that the establishment of an Electoral Commission has been mooted by the Government and the Commission welcomes such a proposal.

This was also a recommendation of the Referendum Commission established for the 27th Amendment of the Constitution Bill 2004 (Irish Citizenship). That Commission pointed out that "Such a body would have the additional advantage of being a permanent and ongoing body, which in the case of referendums at least, would have ample time to prepare and promote public awareness of important constitutional amendments, in which respect the forthcoming referendum to ratify the EU Constitution is an obvious example. In any event, ample time clearly must be given to the Referendum Commission to enable it to explain and promote awareness of the referendum on the EU Constitution."

2. Amending the Referendum Act 1998 in order to allow the Commission to be established in advance of the date on which a Referendum Bill is initiated in Dáil Éireann. It is essential that this happen as the Commission must operate in accordance with EU Directives in relation to procurement. It is also particularly necessary in the case of complex proposals such as the Referendum on the Lisbon Treaty.

Recommendation 2 might be considered if there is likely to be a delay in establishing the proposed Electoral Commission. Reforms such as these would address repeated requests from previous Referendum Commissions that they be given more time to discharge the statutory functions conferred by existing legislation.



Acknowledgements

The Commission is once again indebted to all its service providers for enabling it to complete a wide array of tasks under severe time constraints. The various broadcast outlets and the national press deserve special mention for their active co-operation. As Marketing/Communications Consultant to the Commission, Murray Consultants, and Mr. Mark Brennock and Ms. Aoibheann O'Sullivan in particular, played a vital role in ensuring that the various strands of the campaign were delivered on time and in a co-ordinated fashion. The skills of Ms Ita Mangan in drafting a wide range of information material greatly assisted the campaign. The Commission is also grateful to its legal advisor, Dr Vincent Power of A&L Goodbody and to Senior Counsel, Mr. Tony Collins.

Mr Frank Clarke
Chairman

Mr Kieran Coughlan
Clerk of Dáil Éireann

Ms Deirdre Lane
Clerk of Seanad Éireann

Ms Emily O'Reilly
Ombudsman

Mr John Buckley
Comptroller & Auditor General

Expenditure on the Information Campaign

	€
Advertising (excluding press)	1,148,331
Legal Costs	51,170
Press & other public awareness promotions	1,286,558
Postal & other distribution costs	265,519
Printing & Design of Publications	180,603
Other administration costs	140,263
Translation	2,921
Miscellaneous (Office supplies etc.)	7,356
<hr/>	
Total	3,082,721
Already returned to the Department of Foreign Affairs	1,098,225
*Total	4,180,946
*Subject to Final Accounts	

(Note: approximately €19,054 in invoices is still outstanding)



Published by:

The Referendum Commission,
18 Lower Leeson Street,
Dublin 2.

Tel: +353 1 6395695

Fax: +353 1 6395684

Email: refcom@ombudsman.gov.ie

Website: 2009 Lisbon Treaty campaign - www.lisbontreaty2009.ie

Generic website - www.refcom.ie