

Senate Community Affairs Legislation Committee

SUPPLEMENTARY BUDGET ESTIMATES – 22 OCTOBER 2015 ANSWER TO QUESTION ON NOTICE

Department of Human Services

Topic: ‘We’ Campaign

Question reference number: HS 158

Senator: Cameron

Type of question: Written

Date set by the committee for the return of answer: 11 December 2015

Number of pages: 2

Question:

In relation to the DHS ‘We’ campaign:

- a) How much did the ‘We’ campaign cost to generate?
- b) How much has been spent promoting the ‘We’ campaign?
- c) How much is budgeted to be spent promoting the ‘We’ campaign.
- d) How much was spent on staff to create the ‘We’ campaign?
- e) How many staff were dedicated to the creation and implementation of the ‘We’ campaign?
- f) How much was spent on external consultants to create the ‘WE’ campaign?
- g) What consultations and research was done to test the ‘We’ campaign? Were they done internally or by external consultants and providers? What did those consultations cost?
- h) Please provide drafts, file notes, reports and correspondence regarding the ‘WE’ campaign development and implementation.
- i) Which DHS unit developed the ‘We’ campaign and which senior executive did this unit report to?
- j) What are the results of the consultations with staff and other stakeholders? Please provide reports of consultations and any associated correspondence.

Answer:

- a) \$39,468.
- b) \$13,976.
- c) There is no planned budget allocation at this time.
- d) \$90,927.
- e) 2.88 full time equivalent staff for a period of three to four months.
- f) See response to question part (a).

- g) Face-to-face and online consultation and testing of 'We' culture concepts with staff was done internally at no additional cost.
- h) Provision of these documents would require a substantial and unreasonable diversion of departmental resources.
- i) The 'We' campaign was developed in response to the Australian Public Service Commission's Department of Human Services Capability Review Report, published in November 2012. The 'We' campaign was developed by the People Capability Division and the Communication Division, which reported to the Deputy Secretary, Enabling Services.
- j) Consultation with staff demonstrated that staff viewed the 'We' campaign materials positively, with the majority of staff selecting the 'We' concept as their preferred option. Consultation with stakeholders was undertaken to identify opportunities to promote and embed the 'We' campaign and associated behaviours into workplace culture. To provide specific correspondence around consultation activities and briefing materials would require a substantial and unreasonable diversion of departmental resources.