

Senate Committee: Education and Employment

**QUESTION ON NOTICE
Additional Estimates 2016 - 2017**

Outcome: Cross Portfolio

Department of Education and Training Question No. SQ17-000485

Senator Collins, Jacinta provided in writing

Campaign advertising development and design

Question

What was the use of the \$1.2m for 'campaign advertising development and design' referenced on p. 104 of your annual report?

- What campaign was developed?
- What was being researched and designed?
- What line item was the \$1.2 million sourced from?

Answer

The figure of \$1,234,518.72 (GST inclusive) paid to BCM was for the Parent Engagement campaign. This amount paid for the development of the Learning Potential app, creative material including advertisements for television, digital (online television, display, mobile, social media and search) and mainstream press.

The funding was sourced from Outcome 1.3 Early Learning and Schools Support: Parent Engagement Campaign.