

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
SOCIAL SERVICES PORTFOLIO
2015-16 Budget Estimates Hearings

Outcome Number: 3.3 Home Care

Question No: SQ15-000538

Topic: AusTender Contract

Hansard page: Written

Senator Lines, Sue asked:

In relation to the contract listed on Austender as CN3144662 awarded to Screencraft Media Pty Ltd:

- a) What services were provided under this contract, and for which program/campaign?
- b) For what publication or website is the content developed under this contract intended for
- c) Who is the intended audience of the content developed under this contract
- d) Please provide any copies, screenshots and/or photos and text of the material(s) produced under this contract

Answer:

- a) Screencraft Media Pty Ltd were engaged to produce three short videos (approximately 3 minutes in length) of case studies of Home Care Providers who have demonstrated best practice in implementing consumer directed care (CDC).

Screencraft Media Pty Ltd were also engaged to capture consumer material for the production of two short videos (approximately 3 minutes in length) of case studies of Home Care Package consumers to explain and showcase CDC through peer recommendation to communicate the benefits to potential consumers.

The work is being finalised for the Home Care Packages Programme and has been included in the *Communication and engagement strategy 2015 – Aged Care Changes in 2015* plan.

- b) Once these videos have been accepted by the Department, they will be available on the Department of Social Services YouTube channel, the My Aged Care website and the Department of Social Services website.
- c) The intended audience are the Home Care Package Programme providers and consumers to assist them with their transition to CDC.
- d) This contract is due to expire on 30 June 2015, with the deliverables due to the Department on this date.