

Senate Committee: Education and Employment

**QUESTION ON NOTICE
Additional Estimates 2015 - 2016**

Outcome: Cross Portfolio - Corporate

Department of Education and Training Question No. SQ16-000027

Senator Dastyari, Sam asked on 10 February 2016, Proof Hansard page 37

Advertising campaign for the government's childcare changes

Question

Senator DASTYARI: Mr Cook, there is a couple of things you could take on notice anyway, even if the Chief Financial Officer was here. I am fairly relaxed. Some of these questions, in particular regarding provisional recruitment service, may end up having to be taken on notice, but do you have information on the advertising campaign for the government's childcare changes?

Mr Cook: I am sorry, all our comms people have gone as well. I will take it on notice, I am terribly sorry.

CHAIR: To be fair to Mr Cook, it is not the department's issue, we had moved on from cross-portfolio.

Answer

The Government allocated \$16,500,000 for the *Jobs for Families* communication campaign over three financial years: 2015-16, 2016-17 and 2017-18.

To date, the department has undertaken developmental communication research to identify the levels of awareness and attitudes about the proposed reforms amongst target audiences. The research took place from 8 September to 19 October 2015 and involved both a quantitative online survey and qualitative focus groups.