

**Senate Committee: Education and Employment**

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

**Outcome: Cross Portfolio**

**Department of Education and Training Question No. SQ17-000056**

Senator Collins, Jacinta asked on 01 March 2017, Proof Hansard page 64

***Media campaign advertising***

**Question**

Senator JACINTA COLLINS: What sort of press? Was it magazines or newspapers?

Ms Ulrick: Yes. It would be that type of activity. I do not have the absolute detail of each of those.

Senator JACINTA COLLINS: On notice could you provide me with a copy of—

Senator Birmingham: We can go back and have a look. It was obviously 18 months or so ago.

Senator JACINTA COLLINS: I thought we were talking about last year. It was the year before.

Senator Birmingham: No, it was August-September 2015.

Ms Ulrick: This was 2015.

Senator JACINTA COLLINS: That is all right.

Senator Birmingham: Do you still want it?

Senator JACINTA COLLINS: Yes, I am interested. Parental engagement is where I am particularly interested.

**Answer**

The Parent Engagement national advertising campaign included placement of materials in metropolitan and regional media channels.

The campaign ran from Sunday 23 August 2015 to Saturday 12 September 2015. Following this, the campaign's digital search advertising placements continued in market for two weeks until Saturday 26 September 2015.

Paid advertising was placed by the Australian Government Master Media Agency, Dentsu Mitchell Australia, and appeared in television, digital channels (online television, display, mobile, social and search) mainstream press and both Indigenous and culturally and linguistically diverse (CALD) press, radio and digital, as well as Indigenous television.