

Senate Standing Committee on Education and Employment - Education

**QUESTIONS ON NOTICE
Budget Estimates 2014-2015**

Cross Portfolio

Department of Education Question No. ED0283_15

Senator Carr asked on 4 June 2014 , Hansard page 13

Question

Higher education YouTube video

Senator KIM CARR: You said that there was no advertising work being done to promote the budget measures. Is there a video being produced for higher education? There is a YouTube video. Mr Griew: There is a short YouTube explanation of the change. Senator KIM CARR: So there is some? Mr Griew: It does not constitute advertising in terms of government— Senator KIM CARR: Let us not play semantics about what it is. What did it cost to produce this video? Senator McKENZIE: We will worry about the spelling of 'program' and 'programme'. Senator KIM CARR: How much is the video? Mr Griew: I will have to take that on notice. I can give you that tomorrow. Senator KIM CARR: Was a contract issued for the production of the video? Mr Griew: There was a contract following a tender process. Senator KIM CARR: So there was a tender. Was it a limited tender? Mr Griew: I will have to take that on notice to get you the detail. Senator KIM CARR: Was the video produced at the request of the minister? Mr Griew: The video was produced as part of an overall explanation strategy for— Senator KIM CARR: So there is a communication strategy? Ms Paul: You said, 'Is there an advertising campaign being planned?' We have said 'No'. Of course we try to communicate the budget. Senator KIM CARR: Is there a communication strategy for these budget measures? Ms Paul: We have tried to communicate the budget measures. Senator KIM CARR: Doing a great job. Ms Paul: Thank you. As I said, we will continue to try to inform people as best we can. I doubt that it was an instruction. It was probably part of an overall thinking through what approach would get a message out in the easiest way that people relate to these days. That would have been part of it. But, anyway, we will take it on notice.

Answer

To help inform Australians about the higher education measures announced in the 2014-15 Budget, the department commissioned a 60 second animation published on You Tube.

In line with Australian Government procurement policy, a select tender process was conducted to secure the production services for the animation.

The total paid against this contract to date is \$35,140 (GST exclusive). A final invoice for this work was pending at the time of responding to this Question on Notice.