

Senate Standing Committee on Education and Employment

QUESTIONS ON NOTICE Budget Estimates 2015 - 2016

Agency - Fair Work Ombudsman

Department of Employment Question No. EMSQ15-000168

Senator Cameron asked on 02 June 2015 on proof Hansard page 23

Question

FWO - National campaign

Senator CAMERON: Could you provide me a list of all the national campaigns that have been conducted?

Ms McAlary-Smith: Certainly.

Senator CAMERON: Could you provide details of the methodology that was used in those individual campaigns; the time frames that it took to undertake them and when the reports became available? So that is the starting date, the methodology and when it became available. What is the practical length of time to go back on that?

Ms McAlary-Smith: I would suggest that we would be able to do that from the Fair Work Ombudsman—so the commencement of the Fair Work Ombudsmen—if you want to go back that far; otherwise, from the last past financial years.

Senator CAMERON: It is basically just a summary of what is happening.

Ms McAlary-Smith: In addition to the national campaign, we also run state and territory campaigns—two per state and territory each financial year.

Senator CAMERON: I am happy with that.

Answer

National campaigns are conducted using the following methodology:

- **Stakeholder engagement** – Communication with relevant stakeholders including employer associations and unions regarding the campaign;
- **Education and promotion** – The development of a tailored education and promotion campaign, including promotion through print, radio and social media; partnering with stakeholders to promote the campaign to their members; and the development of tailored information or resources.
- **Compliance audits** – Direct contact with employers, including an assessment of employment records to determine compliance with the issues under examination.
- **Campaign reporting** – Analysis of campaign results and the development of a summary report, published on fairwork.gov.au

A list of National Campaigns conducted between 2011–12 and 2014–15 (inclusive), including relevant dates, is attached at Appendix A.

Fair Work Ombudsman campaign reports are published on the Fair Work Ombudsman's website at www.fairwork.gov.au.

Appendix A

National Campaigns – 2011–12 to 2014–15

Campaign	Commenced	Report status
National Apprenticeships Campaign	May 2015	Expected early 2016
National Compliance Monitoring Campaign	February 2015	Expected early 2016
Textile Clothing and Footwear and Outworkers Campaign	April 2015	Expected early 2016
National Cleaning Services Compliance Campaign 2014-2015	October 2014	Expected July 2015
National Building and Construction Campaign	October 2014	Expected July 2015
National Hospitality Campaign (Wave 3 – Takeaway foods)	January 2014	Expected late 2015
National Children's Services Campaign	November 2013	Published May 2015
National Hospitality Campaign (Wave 2 – Cafes, Restaurants, Catering)	July 2013	Published July 2015
National Cleaning Industry Follow up Campaign 2012-2013	November 2012	Published Feb 2015
National Pharmacy Campaign 2012-2013	November 2012	Published Dec 2013
National Hair & Beauty Campaign 2012	August 2012	Published July 2013
National Structural Metal Product Manufacturing Campaign	March 2012	Published Jan 2015
National Vehicle Repair And Maintenance Campaign	September 2011	Published Oct 2012
National Clerical Workers Campaign	March 2011	Published June 2012
National Security Industry Follow Up Campaign	February 2011	Published April 2012
National Retail Industry Campaign	February 2010	Published Nov 2011