

Senate Committee: Education and Employment

QUESTION ON NOTICE Budget Estimates 2016 - 2017

Outcome: Cross Portfolio

Department of Education and Training Question No. SQ16-000757

Senator Lines, Sue asked on 06 May 2016, Proof Hansard page 96

Communications Campaign

Question

Ms Gleeson: There were a number of other RFQ processes running at the same time.

Senator LINES: What is an RFQ process?

Ms Gleeson: A request for quote.

Senator LINES: But this is your creative stuff. What else was running?

Ms Gleeson: If I could just clarify that at the end of the testing period is not when the department receives the report from the company that is providing that information. It actually takes them four to six weeks to compile it.

Senator LINES: So, at best, you got the report in late February or early March?

Ms Gleeson: I would have to take that on notice and provide the information to you.

Answer

The Department of Education and Training issued requests for quotes on 7 December 2015 and 22 January 2016 for the following services, from the Communication Multi-Use Panel:

- creative advertising
- benchmark tracking and evaluation market research
- Indigenous communication
- Culturally and Linguistically Diverse (CALD) communication
- public relations.

The department received the research report related to market testing creative concepts on 12 February 2016.