

Senate Committee: Education and Employment

**QUESTION ON NOTICE
Supplementary Budget Estimates 2016 - 2017**

Outcome: Cross Portfolio

Department of Education and Training Question No. SQ16-000997

Senator O'Neill, Deborah asked on 20 October 2016, Proof Hansard page 78

Higher Education advertising campaign

Question

Senator O'NEILL: Could I just ask about the matters that I raised this morning with regard to the ANAO report referring to legal advice to the education department that said that the campaign that was allegedly to explain to Australians the reforms that the government was trying to push through with regard to higher education funding could mean that the Australian government could be found to have engaged in misleading or deceptive conduct under section 18 of the Competition and Consumer Act 2010. Was the minister or the cabinet, or their offices, ever provided with this advice or made aware of this advice?

Senator Birmingham: We will take that on notice. It could be I do not know, but also we are in outcome 1, related to schools policy. We are now talking about a campaign that related to a previous higher education policy that is no longer the government's policy. But, if you want to pursue questions about it, the higher education section is the relevant part to do so.

Answer

- The then Minister was provided with the CEO certification for phase 1A and 1B of the campaign. This certifies the compliance of the Campaign with the *Short-term Interim Guidelines on the Information and Advertising campaigns by Australian Government Departments and Agencies* (Guidelines).
- As part of the certification, the CEO certifies the campaign complies with the principles of the Guidelines, including principle 5 which specifies the campaign must comply with legal requirements and procurement policies.