

Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Industry, Innovation, Science, Research and Tertiary Education Portfolio
Budget Estimates Hearing 2012-13
28 and 29 May 2012

AGENCY/DEPARTMENT: DEPARTMENT OF INDUSTRY, INNOVATION, SCIENCE, RESEARCH AND TERTIARY EDUCATION

TOPIC: Regional Income Support Campaign

REFERENCE: Question on Notice (Hansard, Monday 28 May 2012, page 84)

QUESTION No.: BI-40

Senator NASH – How did you determine that in the inner regional zones it was necessary to translate into Italian, Arabic and Cantonese? I have to say – I have no qualms that they might not exist – but I am very interested in how much was expended on that. Can I have – if you could take on notice, because I suspect you will not be able to do it now – how you determined how many Italian, Arabic and Cantonese students did not have English as their first language in an inner regional zone? Does anybody have that now?

Ms Sakkara: The parents were also a target. I imagine that it was the parents who would most need the translation rather than the students.

Senator NASH: Even though the students are 18, are probably pretty smart and could figure it out?

Senator Chris EVANS: I am hoping there is a good reason. I think the choice of those three languages would indicate that there has obviously been some decision making. It is not like we translate into the 27 most common languages. There has obviously been some decision-making process. We will take on notice what that was for you.

Mr Griew: We will take on notice whatever the work was that led to that decision.

Senator NASH: If you could provide that and in some detail exactly what that decision was based on, what information the department had to hand that indicated that most of these students, or a percentage of these students, would have Italian, Arabic or Cantonese as a second language?

Mr Griew: I would be surprised if we know that.

Senator Chris Evans: We understand what the question is. We will make sure the answer gives you the full answer, not in a technical sense. I am interested myself, so we will get the answer.

ANSWER

The media buying agency for the regional student income support campaign recommended that the radio advertising include as a secondary target audience, parents of students from non-English speaking backgrounds. The languages chosen were based on Australian Bureau of Statistics Census data of languages spoken other than English in towns classified as inner regional.