

Senate Standing Committee on Education and Employment - Education

**QUESTIONS ON NOTICE
Additional Estimates 2013-2014**

Cross Portfolio

Department of Education Question No. ED0346_14

Senator Ludwig provided in writing.

Question

Dept/Ag - Media training

1. In relation to media training services purchased by each department/agency, please provide the following information from 7 September 2013 to date: a. Total spending on these services b. an itemised cost breakdown of these services c. The number of employees offered these services and their employment classification d. The number of employees who have utilised these services and their employment classification e. The names of all service providers engaged f. the location that this training was provided 2. For each service purchased form a provider listed under (1), please provide: a. The name and nature of the service purchased b. Whether the service is one-on-one or group based c. The number of employees who received the service and their employment classification (provide a breakdown for each employment classification) d. The total number of hours involved for all employees (provide a breakdown for each employment classification) e. The total amount spent on the service f. A description of the fees charged (i.e. per hour, complete package) 3. Where a service was provided at any location other than the department or agency's own premises, please provide: a. The location used b. The number of employees who took part on each occasion c. The total number of hours involved for all employees who took part (provide a breakdown for each employment classification) d. Any costs the department or agency's incurred to us

Answer

The Department of Education has provided the following response:

Early Childhood, Education and Care (ECEC)

Nil.

Higher Education, Research and International (HERI)

Nil.

Communications Branch

Nil.

Schools and Youth Cluster

Media training was provided to three members of the Youth 20 (Y20) Planning Group on 9 December 2013 at their second planning group meeting held in Canberra at National Office (training was not provided to departmental employees).

The recently appointed members of the Y20 Planning Group are responsible for coordination and management of the Y20 Summit scheduled to be held in Sydney on 13-15 July 2014.

This consisted of a two hour workshop covering:

- working with the media
- developing key messages
- interview techniques for both radio and newspapers
- strategies for engaging with the media
- risk management
- evaluation of media results

The total cost of the workshop was \$1600 + GST.

The workshop provider was Threesides Marketing Pty Ltd.

The following agencies have provided responses:

Australian Curriculum, Assessment and Reporting Authority (ACARA) -

All details of ACARA's media training are included in the three tables at **Attachment A**. Note: The total ACARA has spent on media training since 7 September 2013 is \$8800.00

Australian Institute of Aboriginal and Torres Strait Islander Studies (AIATSIS) -
AIATSIS has responded with:

Question 1. Social media training

- a. \$500 (ex GST)
- b. 2 attendees, \$250 per participant. The training was organised by the National Museum of Australia and AIATSIS invited to participate for suitable employees.
- c. Executive level Communications and Media Unit employees were offered the training
- d. Two employees - one EL2 and one EL1.
- e. Visual Jazz Isobar (selected by the National Museum of Australia).
- f. Canberra, National Museum of Australia.

Question 2.

- a. Social media 101. Introduction to social media principles and publishing.
- b. Group (between 10- 15 people)
- c. Two AIATSIS employees - one EL2 and one EL1.
- d. 7 hours.
- e. \$500 (ex GST)
- f. We reimbursed the National Museum of Australia the cost for AIATSIS employees.

Question 3.

- a. National Museum of Australia.
- b. Between 10- 15 total – 2 from AIATSIS.
- c. As above
- d. As above

Australian Research Council (ARC) - Nil.

Australian Institute for Teaching and School Leadership (AITSL) - Nil.

Tertiary Education Quality and Standards Agency (TEQSA) - Nil.