

Senate Standing Committee on Education and Employment - Education

QUESTIONS ON NOTICE Additional Estimates 2013-2014

Cross Portfolio

Department of Education Question No. ED0407_14

Senator Back asked on 26 February 2014 , Hansard page 12

Question

Better Schools for Australia campaign

CHAIR: I have a couple of questions on the Better Schools for Australia campaign that was run by the Labor government. Can you provide some information now or on notice as to how much money was spent on the campaign and how much was budgeted, and can you give us a breakdown of where those expenditures were made and in what calendar year? Mr Storen: That question largely links to the answer to Senator McKenzie previously. The majority of that material is published in the annual report, but there are another three months for the year, so we will be able to add to that from the wrap-up DEEWR annual report. We can provide a single answer on information and communication campaigns in 2013 that goes to Senator McKenzie's question and to Senator Back's question. Ms Paul: The largest expenditure in that calendar year would be the campaign that you are referring to, Senator Back, so it will answer both questions. Senator McKENZIE: Could you also tell us who the contracts for conducting that campaign were awarded to and whether there was a role for any union organisations in that? Ms Paul: Sure. Mr Storen: If you wanted to have a look before we get the answer to you, Senator, pages 273 to 276 of the DEEWR annual report lists the organisations and the amounts paid for things including advertising, market research polling et cetera, the two largest areas being the schools campaign and I think a childcare campaign. Senator McKENZIE: Thank you. Ms Paul: I have just been advised that \$20.7 million was spent on that campaign. Senator McKENZIE: Twenty million dollars? Mr Storen: That was the National Plan for School Improvement. Ms Paul: We will take it on notice and give you some detail.

Answer

A total of \$21 million (GST exclusive) was allocated for the Better Schools campaign.

The expenditure (GST exclusive) for this campaign which was made in the 2013 calendar year is as follows:

- Creative development - \$2,679,636.56
- Research - \$672,030.70
- Media placement - \$17,276,899.91
- Contact centre - \$65,329.69

TOTAL: \$20,693,896.86

The following consultants were engaged to help develop and implement this campaign:

- ORIMA Research
- McCann Worldgroup
- Universal McCann
- TNS Social Research.

The communication campaign was developed in line with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*.

The department did not engage any union organisations in the development of this campaign.