

Senate Standing Committee on Education and Employment - Education

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

Cross Portfolio

Department of Education Question No. ED0451_14

Senator McKenzie asked on 26 February 2014, Hansard page 99

Question

Better Schools for Australia Campaign

Senator McKENZIE: Was a tender process used to contract the producer of the television advertisements? Senator McKENZIE: On notice, how many companies tendered through this process? Senator McKENZIE: Please take that on notice. I would also like to know whether the department consulted with any education stakeholders, either formally or informally, regarding the television advertisements prior to their going to air. Pg 100 Senator McKENZIE: But in the construction of the concept prior to it being market researched? Education stakeholders? Ms Paul: We will take that on notice. I do not know. I think it went straight to market research, but we will have to take it on notice. Senator McKENZIE: Formally or informally, which education stakeholders and the nature of the consultation discussions.

Answer

A select tender process was undertaken to engage the creative agency that developed the television advertisements for the Better Schools campaign.

Six creative agencies were approached through this process.

Education stakeholders, including school staff and educators, were consulted during the developmental/market research phase, prior to the advertisements going to air.

Market research was conducted to ensure advertising materials resonated with the target audiences and would achieve the communication objectives of the campaign.