

**Senate Committee: Education and Employment**

**QUESTION ON NOTICE  
Additional Estimates 2016 - 2017**

**Outcome: Cross Portfolio**

**Department of Education and Training Question No. SQ17-000057**

Senator Collins, Jacinta asked on 01 March 2017, Proof Hansard page 65

***Parental engagement learning potential app campaign***

**Question**

Senator JACINTA COLLINS: ... but just before we leave these more general questions, with the ?

Ms Ulrick: Yes.

Senator JACINTA COLLINS: What was the spend on that?

Ms Ulrick: I do not have the figures on the actual app itself, but in terms of the campaign obviously there was the push for parents to download that app because it contains information that can help them with their children's engagement. It can help them engage with their kids, I should say, in relation to their education. As to how it was tracking, as at 17 February 2017 there had been over 120,000 total downloads of the app. It was listed as No. 1 and No. 2 as the Best Free app in the education category in Google Play and the App Store respectively while the campaign was running.

Senator JACINTA COLLINS: You will provide me with more detail about the spend on notice?

Ms Ulrick: Yes.

**Answer**

The total invested in development of the Learning Potential app is \$761,000 (GST exclusive) which was paid to BCM Partnership. This includes:

- \$399,791 (GST exclusive) for the initial build of the app which was paid in the 2015–16 financial year, and
- \$361,209 (GST exclusive) for app maintenance, hosting, upgrading and promotion which was paid in 2015–16 and 2016–17.