

Senate Committee: Education and Employment

QUESTION ON NOTICE Additional Estimates 2016 - 2017

Outcome: Cross Portfolio

Department of Education and Training Question No. SQ17-000484

Senator Collins, Jacinta provided in writing

Parent Engagement media campaign

Question

What was the proposed Parent Engagement media campaign (referenced on p. 104 of the Department's 2015-16 annual report)?

- Who were you targeting as part of this campaign?
- What was being promoted?
- What was the research underpinning the need for such a campaign?
- Were the appropriate campaign protocols and approvals sought? When and from whom?
- What type of media was being utilised?
- Please break down the \$3.8m by print, digital, social media and any other type of media booked?
- What was the source or line item where the \$3.8 million was funded from?
- As this was for a 'media booking', was any of the media booked eventually used? If so, when?
- Did any of the media booking spots lapse, and as such was any of the \$3.8 million not actually used for media time?

Answer

The Parent Engagement campaign was undertaken to raise awareness of the importance of parent engagement and to provide practical tips and information for parents and carers on how to be involved in their child's learning.

- The campaign was targeted at parents and carers of children aged 0 to 18 years old.
- The campaign focussed on promotion of the Learning Potential app.
- Refer to SQ15-000261 and SQ15-000669 for information related to the campaign's research.
- The Parent Engagement Campaign complied with the *Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth entities*. The campaign went through the government's campaign approval process. Details in relation to approvals and timing through that process cannot be provided as they are considered cabinet in confidence.

The following provides other related approvals:

Activity	Authoriser	Date
Independent Communications Committee (ICC) provide letter of compliance against the campaign guidelines	ICC	1 July 2015
Secretary certifies campaign	Ms Lisa Paul	14 August 2015
CEO certification published on website	n/a	24 August 2015

- The Parent Engagement national advertising campaign included placement of materials in metropolitan and regional media channels.
Paid advertising was placed by the Australian Government Master Media Agency, Dentsu Mitchell, and appeared in television, digital channels (online television, display, mobile, social and search), mainstream press and both Indigenous and culturally and linguistically diverse (CALD) press, radio and digital, as well as Indigenous television.
- The final cost for media placement was \$3.4 million. The media buy break down by channel is publicly available for all campaigns. Information on the Parent Engagement campaign can be found in the Department of Finance's *Campaign Advertising by Australian Government Department and Agencies Annual Report 2015-16* (refer <http://finance.gov.au/advertising/campaign-advertising-reports.html>).
- The funding was sourced from Outcome 1.3 Early Learning and Schools Support: Parent Engagement Campaign (refer to the Department of Education and Training's *Portfolio Budget Statement 2015-16*, p16)
- Yes. The campaign advertising ran from Sunday 23 August 2015 to Saturday 26 September 2015.
- The total media buy for the campaign was \$3.4 million.