

**Senate Committee: Education and Employment**

**QUESTION ON NOTICE**

**Supplementary Budget Estimates 2015 - 2016**

**Outcome: Cross Portfolio - Corporate**

**Department of Education and Training Question No. SQ15-000632**

Senator O'Neill, Deborah asked on 21 October 2015, Proof Hansard page 40

***Campaigns (Dentsu, BCM, TNS and Wallis)***

**Question**

Senator O'NEILL: And the total cost of the campaign, if we add up all the Dentsu, BCM, TNS and Wallis, looks to me like it is in excess of \$5 million.

Ms Paul: No, didn't we give you a \$4 million total?

Senator O'NEILL: It is a while ago now. Could you just be really clear about that.

Ms Paul: We will double-check that.

Senator O'NEILL: And its relation to the initial anticipated budget.

Ms Paul: Sure.

Senator O'NEILL: With the TNS tender that we discussed before, you mentioned there were people in focus groups in the two stages—93 in one and 84 in a second.

Ms Paul: Yes.

Senator O'NEILL: Were they paid to participate?

Ms Paul: I do not know.

Senator O'NEILL: Could you take that on notice and found out how much participants got paid.

Ms Paul: Yes, sure.

Senator O'NEILL: And how long they were engaged for those.

Ms Paul: For the focus groups? Yes, that is fine.

**Answer**

Funding of \$5 million (GST exclusive) was announced for the Parent Engagement advertising campaign in the 2015–16 Budget and cited in the Portfolio Budget Statement 2015–16 in Outcome 1.3: Early Learning and Schools Support — Quality Outcomes. The total financial commitment for the campaign, to-date, is \$5.267 million (GST exclusive), invoices received to-date total \$4.274 million (GST exclusive).

Focus group participants in the Parent Engagement advertising campaign concept and refinement testing research were paid to compensate for their time and travel costs. Parents and carer participants were offered \$80 and school educator participants \$100. Participants were engaged for the purpose of participating in a single focus group. Focus groups were 1.5 hours in duration.

Research participant recruitment was undertaken by a professional ISO 20252 accredited qualitative recruitment company. Participants were screened for suitability and to ensure they had not taken part in other research in the past six months.