

**Senate Committee: Education and Employment**

**QUESTION ON NOTICE**

**Supplementary Budget Estimates 2015 - 2016**

**Outcome: Cross Portfolio - Corporate**

**Department of Education and Training Question No. SQ15-000667**

Senator O'Neill, Deborah asked on 21 October 2015, Proof Hansard page 17

***CN3292937: Dentsu Mitchell Media (Parent Engagement media buy)***

**Question**

Ms Paul: ..... we made an estimate for the outer envelope and fortunately the media buy has come in under, saving the taxpayer some money.

Senator O'NEILL: Let's see. Could you provide information about all the outlets?

Ms Gleeson: I can do that on notice.

Senator O'NEILL: And the number of slots?

.....

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Ms Gleeson: I can do that.

Senator O'NEILL: And the times the advertising was scheduled for?

Ms Gleeson: I can take that on notice.

Senator O'NEILL: And, given your answer, I am assuming now that there are no further scheduled—

Ms Gleeson: That is correct. Saturday, 26 September was the last day that the campaign was in market.

**Answer**

The Parent Engagement advertising campaign's national footprint included placement of materials in metropolitan and regional media channels. The campaign ran from Sunday 23 August 2015 to Saturday 12 September 2015. Following this, the campaign's digital search advertising placements continued in market for two weeks until Saturday 26 September 2015.

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 contract value for media placement for the Parent Engagement Campaign was \$3.84 million (including GST). Invoices received to-date total \$2.662 million (excluding GST).