

**Senate Committee: Education and Employment**

**QUESTION ON NOTICE  
Supplementary Budget Estimates 2016 - 2017**

**Outcome: Cross Portfolio**

**Department of Education and Training Question No. SQ16-000848**

Senator O'Neill, Deborah asked on 20 October 2016, Proof Hansard page 20

***Advice to Secretary on ANAO government advertising***

**Question**

Senator O'NEILL: Could I have someone explain to me the process that was undertaken and the level at which the decision was made. Who was involved in making a decision? And I would like, if possible, a copy of the advice that was given to the then secretary, Ms Paul.

Senator Birmingham: The certification is undertaken by the secretary. The then secretary made the decision in relation to the certification.

Senator O'NEILL: She said she made her decision on advice. I would like a copy of the advice and I would like to talk to somebody who was part of providing that advice to the secretary.

Senator Birmingham: We will have to take it on notice in terms of the copy of the advice.

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Senator Birmingham:.... In terms of that and who signed off on that advice that went to Ms Paul, I think we will have to take it on notice to ascertain that.

**Answer**

- In recommending the Higher Education campaign be certified, the department provided advice to the (then) Secretary in accordance with the *Short-term Interim Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies* (Guidelines).
- This relevant written advice is attached. Note – sections of the advice that would reveal Cabinet deliberations or decisions have been redacted
- The Chief Executive Certification for Government Advertising Campaigns for the Higher Education Campaign is published on the department's website <http://education.gov.au/certification-department-education-and-training-campaigns>