

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
ADDITIONAL ESTIMATES 2014-15

Finance Portfolio

Department/Agency: Department of Finance

Outcome/Program: 1/1.1

Topic: Dates for Education Department's advertising campaign

Senator: Ludwig

Question reference number: F24

Type of question: Hansard, F&PA Committee, Page 93-94, 24 February 2015

Date set by the committee for the return of answer: Friday, 10 April 2015

Number of pages: 2

Question:

Senator LUDWIG: Was that done by the Education Department? Did they notify you of that?

Ms Van Veen: I do not have dates for these.

Senator LUDWIG: I am happy for you to take this on notice because what I want to do is work through the chronology of the guidelines and higher education's interaction with you on those guidelines. ...

...

Senator LUDWIG: So, you can take us through the dates, on notice, as to when Education talked to Finance?

Ms Van Veen: If we have that detail.

Ms Halton: Which we may not.

Ms Van Veen: We may not, but we will take that on notice.

...

Ms Van Veen: Yes, the master media agency. We interact with departments and agencies on that as a liaison point.

Senator LUDWIG: The purpose of that is to ensure that you are not crowding out the media buy which artificially raises your price, to ensure that you have smooth access to a media buy?

Ms Van Veen: That is right. I am not sure if there was interaction specifically with Education on that particular—

Senator LUDWIG: If you would not mind looking at that; it would be a normal function of the Education Department in understanding that if you want to get your message across you would not want to be mixing it with a range of other government messages at the same time which may not help or may, in fact, crowd out the message.

Answer:

Date	
July 2014 – November 2014	The Department of Finance provided the Department of Education and Training a range of advice regarding the <i>Short-Term Interim Guidelines on Information and Advertising Campaigns</i> framework, related processes and the development of advertising, research and public relations briefs and suppliers lists.
2 December 2014	The Minister for Education wrote to the Special Minister of State seeking endorsement of phase 1A of the Higher Education campaign. Finance prepared ministerial briefing documentation.
3 December 2014	The Special Minister of State provided a letter of endorsement to the Minister of Education and Training for phase 1A of the Higher Education campaign.
10 December 2014	The Secretary of Finance wrote to Senator Carr in response to his letter of 9 December 2014 on the Higher Education campaign's compliance with the Guidelines. The response articulated Finance's role within the campaign advertising framework. Senator Carr's letter was forwarded on to the Secretary of Education and Training.
20 January 2015	The Minister for Education and Training wrote to the Special Minister of State seeking endorsement for phase 1B of the Higher Education campaign. Finance prepared ministerial briefing documentation.
22 January 2015	The Special Minister of State provided a letter of endorsement to the Minister of Education and Training for phase 1B of the Higher Education campaign.