

**SENATE EMPLOYMENT, WORKPLACE RELATIONS AND EDUCATION
LEGISLATION COMMITTEE**

**2006-2007 ADDITIONAL SENATE ESTIMATES HEARING
15 FEBRUARY 2007
EMPLOYMENT AND WORKPLACE RELATIONS PORTFOLIO**

QUESTIONS ON NOTICE

Outcome 2: Higher productivity, higher pay workplace

Output Group 2.2: Workplace relations implementation

Output 2.2.3: Workplace relations services

Question Number: W1237-07

Question:

Senator Wong asked in writing:

Consultancy contracts According to the response to W564-07, DEWR is unable to release any details of the research conducted by Colmar Brunton Social Research, Dewey & Horton and Jackson Wells Morris Pty Ltd 'while a third phase of the Work Choices education and communications activity is underway because it is informing the campaign. a) what is the 'third phase of the Work Choices education and communication strategy'? b) when did this third phase begin and when is it expected to end? c) what education and communications activities have occurred or are planned to occur in this third phase? Will advertising campaigns be involved? d) who is the target audience for this third phase? e) who is conducting or providing these education and communication activities and at what cost? f) how is the effectiveness of this 'third phase' going to be measured? g) why does DEWR consider it necessary to have a 'third phase' of education and community activities? h) does the presence of a third phase indicate failure or poor success of the first two phases? i) what was the cost of the first two phases?

Answer:

a) what is the 'third phase of the Work Choices education and communication strategy'?

The third phase of the WorkChoices education and communication strategy covers the information activities associated with ensuring that employees and employers are aware of how the workplace relations reforms apply to them and where to access information and assistance.

b) when did this third phase begin and when is it expected to end?

Phase three of the strategy commenced on 1 July 2006 and is continuing.

c) what education and communications activities have occurred or are planned to occur in this third phase? Will advertising campaigns be involved?

The Department is continuing to support and educate employers and employees through information products, the WorkChoices web site, the WorkChoices Infoline, and the Workplace Advisory Service. This activity is supplemented by the Employer Advisor Programme and the National Advisor Network Programme, which are funded separately.

The strategy does not include advertising campaigns.

d) who is the target audience for this third phase?

Working age Australians and employers.

e) who is conducting or providing these education and communication activities and at what cost?

Education and communication activities are being conducted by the Department, supplemented by providers under both the Employer Advisor Programme and the National Advisor Network Programme.

f) how is the effectiveness of this 'third phase' going to be measured?

Effectiveness of the third phase will be measured as part of the overall evaluation of the campaign.

g) why does DEWR consider it necessary to have a 'third phase' of education and community activities?

This is a matter for Government policy.

h) does the presence of a third phase indicate failure or poor success of the first two phases?

No. Ongoing education and communication activities were always planned to support the transition to the new system.

i) what was the cost of the first two phases?

The Department expended a total of \$43,996,250 (GST exclusive) on the first phase of communication activities. The second phase of activities had an allocation of \$7.31 million, which was fully expended.

Estimated cost: Based on the FOI calculator it has taken approximately 3 hours and 10 minutes at an estimated cost of \$53 to prepare this answer.