

**Senate Standing Committee on Education Employment and Workplace  
Relations**

**QUESTIONS ON NOTICE  
Additional Estimates 2010-2011**

**Agency - Fair Work Ombudsman**

**DEEWR Question No.EW0764\_11**

**Senator Abetz provided in writing.**

**Question**

**TAYLOR NELSON SOFRES TO CONDUCT FAIR WORK SYSTEM AWARENESS**

Has FWO engaged Taylor Nelson Sofres to conduct a Fair Work system awareness campaign? a. If so, What are the elements of this campaign? b. What is its cost?

**Answer**

*The Fair Work Ombudsman provided the following response*

The Fair Work Ombudsman has not engaged Taylor Nelson Sofres to conduct a Fair Work system awareness campaign. However, the Fair Work Ombudsman engaged Taylor Nelson Sofres to perform research to test the effectiveness of draft advertising materials produced by external advertising agencies as part of a proposed campaign to be run by the agency. This research was conducted in compliance with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*.

This communications campaign was considered as a means of raising widespread awareness of modern awards and the National Employment Standards. The Fair Work Ombudsman was considering spending \$1 million from the agency budget. The Fair Work Ombudsman ultimately determined that the agency is achieving its desired community awareness of the national workplace relations system through existing and planned educative, advisory and compliance activities and that the resources were best directed elsewhere.

The cost of the contract with Taylor Nelson Sofres was \$73,000 +GST.