

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

**QUESTIONS ON NOTICE
Additional Estimates 2011-2012**

Outcome 2 - Schools and Youth

DEEWR Question No. EW1230_12

Senator McKenzie asked on 16 February 2011 , Hansard page 89

Question

PR services and arrangements for Youth Week

Senator McKENZIE: Could you take on notice what PR services were actually delivered in support of Youth Week 2011, and outline what the PR arrangements are for Youth Week 2012? Mr Davies: Yes.

Answer

The Department contracted Haystac Public Affairs Pty Ltd to deliver public relations activities associated with a national communication strategy for National Youth Week 2011. This organisation has also been contracted by the Department for 2012.

The public relations activities undertaken by Haystac for National Youth Week 2011, and occurring for 2012, include the development and implementation of a targeted media strategy to promote participation at National Youth Week events including launch events, and participation in competitions.

In 2011 and 2012, Haystac is responsible for the development and delivery of launch events for National Youth Week including the sourcing of media partners, the engagement and management of the relationship with celebrity ambassadors, sponsors and national competition judges.

Haystac also provides professional advice on all public relations matters relating to National Youth Week.