

**Senate Standing Committee on Education and Employment - Education**

**QUESTIONS ON NOTICE  
Additional Estimates 2013-2014**

**Cross Portfolio**

**Department of Education Question No. ED0406\_14  
Senator McKenzie asked on 26 February 2014, Hansard page 12**

**Question**

**Mass education Advertising campaigns**

Senator McKENZIE: Could you give us an understanding of mass education campaigns you may have conducted in the public sphere prior to September 2013 and consultancy fees that may have been paid in the development of those campaigns? Ms Paul: Do you mean advertising campaigns? Senator McKENZIE: Were there any special projects that we advertised to the Australian public? Ms Paul: There would have been. Did you want a number of years looked at or just a year—what sort of period of time? Senator McKENZIE: Just the year up to September 2013 would be fantastic. Ms Paul: Sure.

**Answer**

The campaigns conducted for the year up to September 2013 and their associated costs are:

**2013 Child Care Assistance campaign**

The 2013 Child Care Assistance campaign was a continuation of the 2011 campaign and it used the same look and feel. Its objectives were to increase awareness and understanding of the Child Care Rebate, particularly among families who are eligible but not claiming the Rebate.

The campaign commenced on 28 April 2013 and ceased on the week of 28 July 2013.

The following consultants were engaged for the following amounts (GST exclusive):

- Universal McCann – media/advertising placement - \$7,407,888
- Orima Research – to conduct market research to help develop the creative material and messaging for the campaign - \$51,084
- TNS Research – quantitative evaluation research - \$270,000
- Vinten Browning – creative agency - \$115,293
- Information brochure - printing and distribution (using Bluestar) to approved child care service providers; and Bounty Bags for new mothers (distributed through Bauer Media Group) - \$106,808

### **2013 Better Schools campaign**

The Better Schools campaign was developed to inform the public of the Australian Government's school education reforms, including changes to school funding, outlined in the National Plan for School Improvement.

The campaign commenced on 19 May 2013 and ceased on the week of 29 July 2013.

The following consultants were engaged for the following amounts (GST exclusive):

- McCann Worldwide – creative agency - \$2,648,171
- ORIMA Research - to conduct market research to help develop the creative material and messaging for the campaign - \$437,010.70
- TNS Social Research - to conduct research to evaluate the effectiveness of the campaign - \$240,000
- Universal McCann – media/advertising placement - \$17,399,999

### **2013 National Youth Awards**

The National Youth Awards are an Australian Government initiative that acknowledges, recognises and celebrates the achievements of Australia's young people. The awards are for young people aged between 12-25 years old and are the Australian Government's contribution to the celebrations of National Youth Week each year.

Advertising was conducted from 1 May 2013 to 23 June 2013 to help promote the awards.

The following consultant was engaged for the following amounts (GST exclusive):

- Adcorp – media/advertising placement - \$49,963.50

### **2013 Body Image Awards**

The Australian Government introduced initiatives to promote positive body image which includes the Positive Body Image Awards and Voluntary Industry Code of Conduct on Body Image for the fashion, media and advertising industries.

Advertising was conducted from 20 May 2013 to 28 June 2013 to promote the Awards.

The following consultant was engaged for the following amounts (GST exclusive):

- Universal McCann – media/advertising placement - \$24,667.50