

Senate Finance and Public Administration Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Finance and Administration Portfolio

Department of Human Services and agencies

Supplementary Budget Estimates 2005-2006, 1 November 2005

Question: HS16

Outcome 1, Output 2

Topic: Child Support Agency – Cosways, Crosby Textor

Hansard Page/Written Question on Notice: F&PA 113

SENATOR MOORE asked on 1/11/05:

Senator MOORE—On page 243, you list CSA consultancy services to the value of \$10,000 or more. We heard from you, Mr Miller, about the different things that you were doing in your part of the Department of Human Services in looking at communication. There are a lot of things on that page that look at communications. I am going to ask particularly about Crosby Textor Research Strategies Results. I am looking at the strategic communications framework. Can you tell me what that is?

Mr Miller—I would like to take that on notice.

Senator MOORE—You could not just tell me, Mr Miller? No, I am joking. That kind of strategic communications framework is one of those things that could be anything. I am just interested in where it fits within your agency in terms of the things that you have told us about. I am happy for you to take that on notice and get back to us. There was another one above that under the same heading, which was Cosway Australia and the development of the strategic communications framework. Given the information you have given us, it would be nice to know what the strategic communications framework is and how it fits into the evidence we have been given.

Answer:

The strategic communications framework provides the overarching strategy to direct CSA communication and media activities. The objective is to provide a more proactive approach to educating and informing parents and stakeholders about child support. Crosby Textor Research Strategies and Cosway Australia were engaged to jointly provide communications advice and expertise to support the development of this framework.