

Estimates Committee 2009 Questions Taken On Notice

(16/6/2009 to 19/6/2009)

Date: 16/06/2009 Output: Agency Specific
Sub Output: Whole of Government

Subject: Generic Questions - DEET

From: Mr Terry Mills to Chief Minister Paul Henderson
Education and Training

Question: **3-14**
Carbon emissions – how much they are producing now (in kilowatt hours or tonne CO2)? Carbon emissions – agencies individual strategies to reduce emissions and time frame these reductions are by.

Utilities increases – effect on bottom line of individual agencies for the forward year (water/sewerage and electricity).

Number of graduates/apprentices started with department 2007, 2008, and 2009. How many of those graduates/apprentices are still with their original department? How many are still with NTG?

Number of reports of improper use of computers. How many reports resulted in disciplinary action? How many credit cards have been issued to departmental staff? How many transactions for personal items/services are outstanding? What disciplinary action has been taken for each outstanding incident?

List the public events/conferences/public forums that were sponsored by this department for the 2008-09 FY and what are projected for the 2009-10 FY?

How do you define ‘advertising’? What is the department’s budget for advertising? What is your advertising budget for the 2008-09 reporting year? Please break down by each area of advertising (e.g. newspaper (specify colour or B&W), radio, TV, community newsletters, consultants, printing. How much is year to date expenditure? Please breakdown as above? What advertising campaigns have been undertaken by the department in 2008-09? (specify if there are any regional specific campaigns). How many of these campaigns have been translated into a local dialect? For each campaign who was contracted to write the material for print/visual/audio platforms? For each campaign who was contracted to do the art work for print/visual/audio platforms? Who has the printing contract? What plans are in place for TV advertising? Is the advertising material approved by the minister, the minister’s office or the CE? (or if none of the above – who is authorised to release advertising/promotional material)?

· Number of reports of improper use of computers?
There were five instances reported of improper use of computers.

· How many reports resulted in disciplinary action?
One matter resulted in direct disciplinary action.

Answer:

Answered On: 06/07/2009

Answer: · Carbon emissions – how much they are producing now (in kilowatt hours or Tonne Co2)?

The most current figures available to DET are for the financial year 2006-07. DET's total greenhouse gas emissions, through electricity consumption, was 35,000 tonnes of carbon dioxide equivalents. These are the latest available figures to be independently reviewed by DPI.

These figures are calculated by DPI using methodology established by the Commonwealth Department of Climate Change.

· Carbon emissions – agencies individual strategies to reduce emissions and timeframe these reductions are by?

The initiatives and measures undertaken by DET to meet the NTG Energy Smart Buildings Policy target of 10% improvement in energy efficiency by 2011 include:

· A high level sustainability working group established by the CE to monitor and direct implementation of the DET Sustainability Policy.

· Assisting school communities reduce the energy intensity of their facilities through the Energy Smart Schools Program and the Australian Sustainable Schools Initiative.

· The Energy Smart Schools Program targets sixty (60) government schools located throughout the Territory who collectively contribute to over 80% of DET's total building energy use. The Energy Smart Schools program provides technical, educational, and motivational advice to assist participating schools develop an energy management plan and to carry out this plan.

· The DET Sustainability and Energy Management Project Manager provides additional support to all DET schools.

· \$1.7 million of NTG funding for climate change initiatives will be invested by DPI over the next two years for implementation of energy efficiency projects in Government schools.

· The Schools Environment Tracking System is an online tool that allows all government schools monitor their energy and greenhouse gas emissions. This data collection and analysis enables school communities to

work with DET, DPI and the Energy Smart Schools Program consultants to set school-based strategies and implement energy management plans.

- The 6 Steps to a Smaller Footprint internal communications campaign includes the Going Greener staff website which offers energy efficiency tips submitted by DET staff.

- Initiatives within DET Corporate, including:

- o Double sided printing

- o Paper shredding and recycling

- o Automated shutdown of printers (sleep mode)

- o Staff turning off computers, monitors, printers and lights at COB each day.

Minister: MINISTER HENDERSON
Portfolio: MINISTER EDUCATION AND TRAINING

Question on Notice 3.14

Mr MILLS: Generic Questions - Advertising

Mr CHAIRMAN: I allocate that question number 3.14

QUESTION AND ANSWER:

- **List the public events /conferences /public forums that were sponsored by this department for the 2008/09 FY and what are projected for the 2009/10 FY**

DET Careers Expo		
08/09	70 100	excluding GST
09/10	75 116	excluding GST

- **How do you define advertising?**
 - Within the advertising standard classification code, advertising can be defined as the promotion of governments and departmental initiatives, and public communications, through broadcast media (TV and radio), print media, outdoor signage and online advertising.
 - This classification includes tender and recruitment advertising.
- **What is the department's budget for advertising?**
 The Department's budget for advertising is \$1.3m
 Almost one quarter of this is directed towards operational advertising including recruitment.
- **How much is your year to date expenditure? Please break down as above.**
 Expenditure as at 31 May 2009 was:

Recruitment advertising	289 000
Tender advertising	41 000
Newspaper	222 000
Radio	21 000
Television	34 000
Official Printing	98 000
Printing/Production	36 000
Document production	125 000
Exhibitions	26 000
Advertising (other)	99 000
Brochures	6 000
Consultants	58 000

Displays	20 000
Distribution	11 000
Magazine/journals	8 000
Marketing Promotions	71 000
Photography Supplies	18 000
Show circuit	60 000
Trophies/plaques	3 000
TOTAL	\$1 246 000

- ***What is your advertising budget for the 08/09 reporting year? Please break down by each area of advertising (e.g. newspaper (colour, b&w), radio, TV, community newsletter, consultants, printing, etc)***
The Department places a focus on integrated communications campaigns, so the overall budget of \$1.3m is allocated according to need and not according to line items.
- ***What advertising campaigns have been undertaken by the department in 08/09? Specify if there are any regional specific campaigns.***
 - **School Attendance Campaign** - to inform parents of their responsibility and raise awareness of compulsory school attendance across the NT.
 - **Teaching Recruitment Campaign** - to raise awareness of teaching opportunities and the recruitment of suitably qualified teachers for urban and remote Territory schools.
 - **NT Training Awards** - to recognise excellence in apprentices, employers and training providers in the Northern Territory.
 - **Show Circuit – Literacy & Numeracy for life** - display throughout the Territory.
 - **Careers Expo** - to promote various career options available to Territory students and the wider community.
 - **Your Future Your Choice Show Display** - display at regional shows throughout the Territory.
 - **Chief Minister’s Literacy Achievement Awards** - to engage parents, students, schools and the wider community to improve literacy outcomes
 - **World Teachers Day** - to celebrate teachers and acknowledge recipients of Teacher Excellence Awards.
 - **More Indigenous Teacher Recruitment Campaign** - to increase the number of Indigenous students entering teacher training.
 - **Film Festival** - to encourage schools, particularly in remote areas, to connect through film.
 - **Electronic Student Profiles Campaign** - to launch the new ESP system and build awareness of the benefits for parents, students and teachers.
 - **Classmate** - NT News educational and topical stories which promote literacy and computing skills in the classroom aimed at Year 7-9 students.

- ***How many of these campaigns have been translated into a local dialect?***
More Indigenous Teachers
 - \$3082.50 with TEABBA Radio to translate into Kriol and Murrinh
 - \$665.50 with CAAMA Radio to translate into Arrente, Warlpiri, Pytjanjatjara

- ***For each campaign who was contracted to write the material for print/visual/audio platforms?***
Refer to Attachment A

- ***For each campaign who was contracted to do the art work for print/visual/audio platforms?***
Refer to Attachment A

- ***Who has the printing contract?***
Refer to Attachment A

- ***What plans are in place for TV advertising?***
Television advertising may be used as part of the School Attendance campaign in the 09-10 financial year, but advertising plans have not been finalised.

- ***Is the advertising material approved by the Minister, the Minister's office or the CE?***
Advertising material is approved by the CE and forwarded to the Communications Advisory Committee (CAC) to ensure compliance with whole of government policy.

Attachment A

Department of Education and Training: Campaign suppliers

Campaign name	Contractor for written material	Contractor for art work*	Printing contractor
Teaching Recruitment Campaign	Internal	Sprout	N/A
School Attendance Campaign	Internal	Sprout Simon Says	GPO
More Indigenous Teacher Recruitment Campaign	Internal	Sprout – Graphic design and production Simon Says – Multimedia design and production	GPO
World Teachers Day	Internal	Sprout	GPO
Film Festival	Internal	Simon Says (in kind) Sprout (in kind)	GPO (in kind)
NT Training Awards	Internal	Sprout	GPO
Careers Expo	Internal	Sprout	GPO
Electronic Student Profiles Campaign	Internal Creative Territory	Sprout	GPO
Your Future Your Choice Show Display	Internal	Sprout – concepts Fusion - design	Fusion – display production GPO – collateral
Chief Minister’s Literacy Achievement Awards	Internal	Sprout	GPO
Show Circuit – Literacy & Numeracy for life	Internal	Sprout – concepts Simon Says – dvd for display	Dynamic Signs – production of show display Stickers n Stuff – shirts for volunteers to wear

* Simon Says and Sprout are on period contracts with the DET