

RESPONSE TO CONSTITUENT

ASKED BY: Mr Peter George MP

ANSWERED BY: Minister for Education

QUESTION:

The question comes from Dr Ian Sale, a constituent. Why are you allowing Tassal, a multinational company, to make presentations to primary school students in and around the Channel? The Department of Education's guidelines are clear: schools must not allow marketing, advertising or brand promotion to students, including activities that could be perceived as public relations. Would you allow a multinational company like McDonalds, which also employs many Tasmanians, to make similar educational presentations to young children? If not, can you please explain how Tassal is any different?

ANSWER:

Thank you for your question in Parliament on 24 March 2026 regarding a presentation by Tassal to students in a Tasmanian Government school.

I am aware that external programs may be offered in schools, including initiatives delivered by industry, community organisations, sporting clubs and specialist providers, in accordance with the Department for Education, Children and Young People's *Partnering with External Organisations Policy* and *Partnering with External Organisations Procedure*.

These documents provide clear guidance on the requirements and expectations of programs and services offered by external organisations to schools.

External providers do not have an automatic right to access school sites. Principals are best placed to determine whether a proposed program aligns with the requirements outlined in the Policy and the Procedure, whether their school has the capacity to participate, and how the program fits within the local context and the needs of their students.

Schools are expected to communicate with families regarding participation in such activities, and parents and carers may choose to opt their child out if they wish.

I am advised that Tassal's *Little Bites Big Futures* program has not been involved in any Tasmanian Government schools in 2026.

Thank you for raising this important question.

Yours sincerely

A handwritten signature in blue ink that reads "Jo Palmer". The signature is written in a cursive style with a large, looped initial "J".

APPROVED/NOT APPROVED

Hon Jo Palmer MLC
Minister for Education

Date 9.4.26