

Senate Standing Committee on Education and Employment

QUESTIONS ON NOTICE Additional Estimates 2015 - 2016

Agency - Workplace Gender Equality Agency

Department of Employment Question No. EMSQ16-000516

Senator Ludwig provided in writing.

Question

WGEA - Government Advertising/Marketing

Since the change of Prime Minister on 14 September, 2015:

1. How much has been spent by the department / agency on marketing?
 - a. List the total cost
 - b. List each item of expenditure and cost
 - c. List the approving officer for each item.
 - d. Detail the ministerial or ministerial staff involvement in the commissioning process.
 - e. Which firm provided the marketing?
2. How much has been spent by the department / agency on government advertising (including job ads)?
 - a. List the total cost
 - b. List each item of expenditure and cost
 - c. Where the advertising appeared
 - d. List the approving officer for each item.
 - e. Detail the ministerial or ministerial staff involvement in the commissioning process.
 - f. Detail the outlets that were paid for the advertising.
3. What government advertising is planned for the rest of the financial year?
 - a. List the total expected cost.
 - b. List each item of expenditure and cost.
 - c. Where the advertising will appear
 - d. List the approving officer for each item.
 - e. Detail the ministerial or ministerial staff involvement in the commissioning process.
 - f. Detail the outlets that have been or will be paid for the advertising.
4. Provide copies of approvals for advertising, including but not limited to, approvals made by the Prime Minister or his delegate, the Minister or their delegate, or the Department or their delegate.

Answer

1. Nil
2. In the period from 14 September 2015 to 31 January 2016 the Workplace Gender Equality Agency's (Agency) advertising expenses have all been recruitment related.
 - a. \$2,783
 - b. Senior Research Advisor - \$345
Partnerships and Communications Advisor - \$345
Strategy and Education Manager - \$345
Senior Advisor Advice and Reporting - \$345
Reporting Information Assistant - \$345
Finance Manager - \$193
APS Jobs Annual Charge - \$865

- c. The Agency advertises in APS Jobs for all positions and for many positions will also advertise through Seek and Ethical Jobs facilitated under the government advertising contract by Dentsu Mitchell Media Australia Pty Ltd
 - d. All recruitment advertising is approved either by the Human Resources Manager or the Operations Executive Manager
 - e. Not applicable
 - f. Australian Public Service Commission and Dentsu Mitchell Media Australia Pty Ltd
3. The Agency anticipates there will be three further instances of recruitment advertising for one vacant position and two non-ongoing opportunities created by parental leave of current staff. The vacant position will be advertised in APS Jobs, Seek and Ethical jobs at an expected cost of \$518 whilst the non-ongoing positions will be advertised on APS jobs for an estimated cost of \$173
4. The provision of these documents would create a significant administrative burden and would not add further information.