

Senate Standing Committee on Education Employment and Workplace Relations

**QUESTIONS ON NOTICE
Supplementary Budget Estimates 2012-2013**

Cross Portfolio

DEEWR Question No. EW0443_13

Related to previous DEEWR Question No EW0057_13

Senator Back provided in writing.

Question: Advertising - financial year to date

What was the total cost of all advertising for the financial year to date? Is the advertising campaign or non-campaign advertising? Provide details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services. Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item. Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item. Did the Advertising comply with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies? Provide the details for each advertising item. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services. What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answer

The department regularly conducts communication activities to support policies and programs with external audiences and stakeholders.

With regard to advertising and communication programs committed to by the department in the 2012–13 Financial Year to date:

Program	Campaign or non-campaign	Advertising spend*	Supplier
Corporate Champions – advertising for events	Non-campaign	\$14,025	Adcorp Australia Limited
Budget Based Funding Review – advertising for consultation sessions	Non-campaign	\$25,109	Adcorp Australia Limited
Teach Next - advertising for Intake 2 participation	Non-campaign	\$85,853	Adcorp Australia Limited
Queensland Workers Assistance Package – advertising for expos and information sessions	Non-campaign	\$47,182	Adcorp Australia Limited

** Figures GST exclusive*

The Independent Communications Committee, Peer Review Group and Department of Finance and Deregulation did not provide advice about the above items as they were not subject to review under the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies.

With regard to future approved advertising or communication programs:

Program	Campaign or non-campaign	Advertising spend*	Supplier
Queensland Workers Assistance Package – advertising for expos and information sessions (December)	Non-campaign	\$2409	Adcorp Australia Limited

** Figures GST exclusive*