

**Senate Standing Committee on Education Employment and Workplace Relations**

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

**Cross Portfolio**

**DEEWR Question No. EW0444\_13**

*Relates to previous DEEWR Question No EW0057\_13*

**Senator Back provided in writing.**

**Question**

**Advertising - 2011-12**

What was the total cost of all advertising for 2011-12? 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 that was undertaken in 2011-12.

**Answer**

With regard to advertising by the department in the 2011–12 Financial Year:

<b>Program</b>	<b>Campaign or non-campaign</b>	<b>Advertising spend*</b>	<b>Supplier</b>
Building Australia's Future Workforce Campaign (aimed to raise awareness and encourage take up of Australian Government programs to increase workforce skills, participation and diversity)	Campaign	Media Buy: \$4,543,413 **  Creative development and production: \$2,014,003	Media buy: Media Brands Australia Pty Ltd – trading as Universal McCann  Creative development and production: Newd Corp Pty Ltd – trading as Vinten Browning

*\*\* Note figure quoted differs to the figure quoted in EW0057\_13. Department received a credit from Universal McCann due to some radio advertising not proceeding. The credit was \$731 dollars.*

Young Worker's Toolkit promotion	Non-campaign	\$3700	Adcorp Australia Limited
National Youth Week 2012 promotion	Campaign (but not subject to guideline review)	\$24,591	Media Brands Australia Pty Ltd – trading as Universal McCann
National Literacy and Numeracy Week - promotion of week and announcement of winners	Non-campaign	\$5007	Adcorp Australia Limited
Australian Vocational Student Prize 2011 – advertising for entries	Non-campaign	\$13,782	Adcorp Australia Limited
Teach Next Round 1 – advertising for applications	Non-campaign	\$23,389	Adcorp Australia Limited
Governor General Indigenous Student Teach Scholarship – advertising for applications	Non-campaign	\$2546	Adcorp Australia Limited

\* *Figures GST exclusive*

The Department of Finance and Deregulation and the Independent Communications Committee (ICC) provided advice in relation to the Building Australia's Future Workforce campaign, in regards to the campaign's compliance with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies. The campaign was found to fully comply with the Guidelines. The campaign was not reviewed by the Peer Review Group (PRG), as the advertising went to air prior to the PRG being established.

The ICC, PRG and Department of Finance and Deregulation did not provide advice about the other advertising items as they were not subject to Guideline review.

In regards to other communications programs in the 2011–12 Financial Year:

<b>Program</b>	<b>Total spend*</b>	<b>Supplier</b>
National Youth Week 2012 below-the-line activities	\$291,446	Haystac Public Affairs
Building Australia's Future Workforce (below-the-line activities to support the messaging conveyed in advertising)	\$386,745	Fenton Strategic Communications

\* *Figures GST exclusive*