

**DEPARTMENT OF SOCIAL SERVICES
ADVERTISING CAMPAIGNS**

In 2018-19, the Department of Social Services had expenditure of \$7,258,625, as outlined in the tables below.

- Building Employer Demand – *Employ their Ability* (page 2)
- Stop it at the Start (page 3)
- Carers (page 4)
- National Redress Scheme (page 4)
- NDIS Quality and Safeguards Commission (page 5)
- Be Connected (page 5)

Building Employer Demand – Employ their Ability

Aims to encourage employers to consider employing people with disability and highlights the Australian Government support and programs available to help hire people with disability.

Budget / Appropriation	Total expenditure to date – 28 February 2019	2018-2019 Expenditure as at 28 February 2019	2018-19 Austender Contract Notices
\$2,964,954 over two years, 2017-2019. MYEFO 2016	\$2,032,240 (GST excl)	\$994,696	<ul style="list-style-type: none"> • CN3525343 • CN3491105-A1 • CN3490830-A1,A2 • CN3487819-A1 • CN3534592 • CN3541753

Stop it at the Start

Aims to help break the cycle of violence against women by encouraging influencers of young people - parents, family members, teachers, coaches and community leaders – to reflect on their attitudes and talk with young people about respectful relationships and gender equality.

Budget / Appropriation	Total expenditure to date 28 February 2019	2018-2019 Expenditure as at 28 February 2019	2018-19 Austender Contract Notices
<p>\$31,000,000 over four years, 2015-18.</p> <p>Comprising: \$15,000,000 in Budget 2015-16. \$15,000,000 jointly contributed by states and territories through COAG. And \$1,000,000 was allocated to support the campaign by the Department of the Prime Minister and Cabinet.</p>	<p>\$30,525,924 (GST excl)</p> <p>The remaining \$474,201 (GST excl) in funding has been committed to or paid through invoices by 30 June 2019.</p>	<p>\$6,056,407</p>	<ul style="list-style-type: none"> • CN3311334-A1, A2, A3, A4 • CN3526209 • CN3475823 • CN3459513-A1 • CN3463351-A1,A2 • CN3465596-A1 • CN3465674-A1,A2 • CN3537344 • CN3521534-A1,A2 • CN3540207-A1

Carers

This campaign aims to direct 'hidden' carers (the 80 per cent of the 2.7 million Australian carers who do not access government payments or support) to the Carer Gateway website and phone service to help them get the support they need before they reach crisis point.

Budget / Appropriation	Total expenditure to date 28 February 2019	2018-2019 Expenditure as at 28 February 2019	2018-19 Austender Contract Notices
\$2,080,000 over four years, 2017-2021. MYEFO 2017	Nil	Nil	<ul style="list-style-type: none"> CN3579561

National Redress Scheme

Aims to inform applicants about the scheme and guide them to support services that can assist with applications. All communication will take a trauma-informed approach.

Budget / Appropriation	Total expenditure to date 28 February 2019	2018-2019 Expenditure as at 28 February 2019	2018-19 Austender Contract Notices
\$2,900,000 over two years, 2017-2019. Budget 2017 and MYEFO 2017-18.	\$363,927 (GST excl)	Nil	<ul style="list-style-type: none"> CN3568769

NDIS Quality and Safeguards Commission

Aims to ensure target audiences know about the new NDIS Quality and Safeguards Commission and how they can engage with it.

Budget / Appropriation	Total expenditure to date 28 February 2019	2018-2019 Expenditure as at 28 February 2019	2018-19 Austender Contract Notices
\$9,410,000 over three years, 2017-2020 in the 2017-18 Budget.	\$603,042 (GST excl)	\$180,538	<ul style="list-style-type: none"> • CN3517997-A1 • CN3521430-A1

Be Connected

Aims to raise awareness of why older Australians should be online, such as maintaining their independence, accessing a range of online services and staying connected to friends and family.

Budget / Appropriation	Total expenditure to date 28 February 2019	2018-2019 Expenditure as at 28 February 2019	2018-19 Austender Contract Notices
\$5,174,613 over four years, 2016-2020. MYEFO 2016	\$462,691 (GST excl)	\$26,984	<ul style="list-style-type: none"> • CN3467540