

Senate Standing Committee on Education and Employment

QUESTIONS ON NOTICE Additional Estimates 2014 - 2015

Cross Portfolio

Department of Employment Question No. EMSQ15-000034

Senator McKenzie provided in writing.

Question

Restart advertising

Can the Department supply a summary of the market research for Wave 1 of the advertising program for the Restart Program?

Answer

The following is a top line summary of the results of the market research for the first phase of advertising for the Restart campaign compared against the benchmark research conducted before advertising commenced:

Employers:

- Overall awareness of the Restart Wage Subsidy rose amongst Australian businesses, up 7 points from the previous measure, to 36 per cent.
- A minor increase in awareness was also seen for Job Services Australia (37%) while awareness of Corporate Champions dropped slightly to 8%.
- Attitudes towards mature age workers amongst employers remained stable for the most part, however significantly more employers agree that *they can appreciate and intend to actively recruit mature age workers* – up 9 points to 64 per cent.
- Small businesses were more likely to believe that *mature age employees are open to upskilling and reskilling* (70 per cent) and that the *benefits of experience from mature age workers outweighs any potential drawbacks* (77 per cent).
- Larger businesses were less likely to suggest that *mature age workers adapt to technology well* is a widespread view 18 per cent.
- Overall, 55 per cent of employers have taken some form of action, with *interviewing and employing someone aged 50-54* remaining the most common activity.
- Larger businesses were most likely to have *employed someone aged 50-54* (48 per cent) and *offered someone training* (33 per cent). Those in metro areas were more likely to have *shortlisted someone aged 55-64* (13 per cent) and *offered training to someone aged 55-64* (27 per cent).
- Overall awareness of the Restart campaign was 25 per cent; the print ad was less likely to have been seen by smaller businesses.

Mature age respondents eligible to work (noting that the campaign and media buy was targeted at employers):

- Overall awareness of the Restart wage subsidy rose slightly to 27 per cent.
- Those on income support were more likely to be aware of Restart (39 per cent), Job Services Australia (28 per cent) and Corporate Champions (8 per cent).
- Attitudes about mature age workers in employment were stable since the benchmark measure with those on income support less likely to *feel confident that they make a positive contribution to a work environment* (74 per cent), and more likely to feel that *employers are reluctant to give people like them a go* (76 per cent).
- Unemployed respondents were less likely to feel that *mature age workers cannot put in as many hours as younger workers* (11 per cent) and that *mature age workers bring a broad range of experience that benefits the workplace* (45 per cent) are widespread.
- Those on income support were less likely to feel that *mature age workers are good mentors who can pass on knowledge to younger workers* (58 per cent) and that *mature age workers bring a broad range of experience that benefits the workplace* (58 per cent) are widespread views.
- A drop in some activity was seen with this audience; they were significantly less likely to have *searched the internet for jobs* (28 per cent) and *talked to friends and family about finding employment* (17 per cent).
- Unemployed respondents were more likely than others to have *searched the internet for jobs* (68 per cent), *talked to friends and family about finding employment* (63 per cent), *contacted a Job Services Australia provider* (32 per cent), *registered with a Job Services Australia provider* (15 per cent) and *inquired about Government initiatives* (14 per cent).
- Those on income support were more likely to have *searched the internet for jobs* (35 per cent), *talked to friends and family about finding employment* (23 per cent), *checked out college or TAFE courses* (20 per cent), *contacted a Job Services Australia provider* (15 per cent), and *registered with a Job Services Australia provider* (10 per cent).
- Awareness of the Restart campaign was 9 per cent.