

Senate Committee: Education and Employment

QUESTION ON NOTICE Additional Estimates 2015 - 2016

Outcome: Cross Portfolio - Corporate

Department of Education and Training Question No. SQ16-000288

Senator Ludwig, Joe provided in writing

Government advertising/marketing

Question

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. Since 14 September 2015, the department has not undertaken any marketing activities.
2. Since 14 September 2015, the department has spent a total of \$4,131,998.40 (GST inclusive) on advertising activities.

The details of the advertising activities are provided below:

Parent Engagement Campaign

Since 14 September 2015, the department has paid invoices to the value of \$3,938,069.75 (GST inclusive) for advertising for the Parent Engagement Campaign. The campaign was in market from 23 August to 26 September 2015. The total cost of the campaign was \$5,267,000 (excluding GST). Advertising was placed in television, digital (online television, display, mobile, social and search) mainstream press as well as Indigenous and Culturally

and Linguistically Diverse (CALD) television, radio, press and digital channels. The campaign was certified by the Secretary on 14 August 2015. The Minister for Education and Training was informed of the campaign development progress per the framework for Government advertising campaigns managed by the Department of Finance. Advertising was placed through Denstu Mitchell Media Australia, the Government's Master Media Agency. No advertising is planned for the remainder of this financial year.

Unique Student Identifier

Since 14 September 2015, the department has paid invoices to the total of \$14,743.08 (GST inclusive) for advertising the Unique Student Identifier. The advertising was placed in online channels including education and student websites and the Australian Teacher Magazine. This was approved by the departmental delegate, Branch Manager Student Identifiers Registrar. The Minister for Education and Training and his staff were not involved in the commissioning process. Advertising was placed through Denstu Mitchell Media Australia, the Government's Master Media Agency.

QILT website - Quality Indicators for Learning and Training

Since 14 September 2015, the department has paid invoices to the value of \$49,813.45 (GST inclusive) for advertising the QILT website. The advertising was placed in online and social media channels. This work was approved by the departmental delegate, Branch Manager Student Information and Learning Branch. The Minister for Education and Training and his staff were not involved in the commissioning process. Advertising was placed through Denstu Mitchell Media Australia, the Government's Master Media Agency. No advertising is planned for the remainder of this financial year.

Industry Skills Fund

Since 14 September 2015, the department has paid invoices of \$70,973.16 (GST inclusive) for advertising the Industry Skills Fund. The advertising was placed in online, social media and Google search channels. The communication activity was approved by the departmental delegate, Director Industry Skills Fund. The Minister or Education and Training and his staff were not involved in the commissioning process. Advertising was placed through Denstu Mitchell Media Australia, the Government's Master Media Agency. No advertising is planned for the remainder of the financial year.

Australian Apprenticeships

Since 14 September 2015, the department has paid invoices to the value of \$3,478.99 (GST inclusive) for advertising the Australian Apprenticeships. The advertising was placed in the *National Association of Women in Construction* magazine. This work was approved by the departmental delegate, Director VET Stakeholder and Channel Management. The Minister for Education and Training and his staff were not involved in the commissioning process. Advertising was placed through Denstu Mitchell Media Australia, the Government's Master Media Agency. No advertising is planned for the remainder of the financial year

Endeavour Scholarships and Fellowships Programme

Since 14 September the department has paid invoices to the value of \$16,836.05 (GST inclusive) for advertising the Endeavour Scholarships and Fellowships Programme. The advertising was placed in online and print channels and aimed to promote the programme in the United States and Canada. This work was approved by the departmental delegate, Director, International Scholarships. The Minister for Education and Training and his staff were not involved in the commissioning process.

The advertising was undertaken by Oak Ridge Associated Universities. There are plans to continue these advertising activities in the United States and Canada for the remainder of the financial year.

Skills Service Organisation

Since 14 September 2015, the department has paid invoices to the value of \$25,459.08 (GST inclusive) for advertising information sessions for the Skills Service Organisation. The advertising was placed in the metropolitan daily newspapers and online. The communication activity was approved by the departmental delegate, Branch Manager, Industry Advice Branch. The Assistant Minister for Education and Training and his staff were aware of the advertising activity to promote the national grants process. Advertising was placed through Denstu Mitchell Media Australia, the Government's Master Media Agency. No advertising is planned for the remainder of the financial year.

Recruitment

Between 14 September 2015 and 22 February 2016, the department has paid invoices to the value of \$12,624.84 (GST inclusive) for recruitment related advertising. The advertising was placed in the *Australian Financial Review* and *The Australian* newspapers and online. The expenditure was approved by the Director, Human Resources Policy. The Minister for Education and Training and his staff were not involved in the commissioning process. The advertising was placed through Denstu Mitchell Media Australia, the Government's Master Media Agency.

3. As at 24 February 2016, there are two programmes with advertising planned for the remainder of the 2015–2016 financial year:
 - The Unique Student Identifier– digital advertising in the S press online publication and is expected to cost \$1,097.25 (GST inclusive). This placement is a continuation of the same advertising activity approved by the departmental delegate, Branch Manager Student Identifiers Registrar.
 - The Endeavour Scholarships and Fellowships Programme – advertising is expected to continue in the United States and Canada until the end of financial year. Advertising for the programme is also planned for the regions of Hanoi, Jakarta, Seoul and Tokyo. As at 24 February 2016, the total value of this advertising has not been finalised.
4. See the detailed information in the attachment.