

Senate Committee: Education and Employment

QUESTION ON NOTICE Additional Estimates 2015 - 2016

Outcome: Agency: ASQA

Department of Education and Training Question No. SQ16-000591

Senator Ludwig, Joe provided in writing

ASQA: 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

The Australian Skills Quality Authority (ASQA) has provided the following response.

1. ASQA has not undertaken any marketing since the change of Prime Minister on 14 September 2015.
2.
 - a) Since the change of Prime Minister on 14 September, 2015 ASQA spent \$7,000 on government advertising
 - b) Advertisement for recruitment of two SES-level officers - \$7,000
 - c) *The Weekend Australian* newspaper
 - d) The Chief Commissioner and Chief Executive Officer, ASQA
 - e) Nil
 - f) Adcorp

3. ASQA is not currently planning to undertake any government advertising for the rest of the financial year.
4. n/a