

Senate Standing Committee on Education and Employment

QUESTIONS ON NOTICE Additional Estimates 2015 - 2016

Agency - Asbestos Safety and Eradication Agency

Department of Employment Question No. EMSQ16-000332

Senator Ludwig provided in writing.

Question

ASEA - Government Advertising/Marketing

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. The agency spent a total of \$803.00 between 14 September 2015 to 11 February 2016, exclusively on marketing the International Conference on Asbestos Awareness and Management held in November 2015.
 - a. \$803.00
 - b. the agency spent \$203.00 on boosting posts on Facebook and \$600.00 on promoting the conference on Twitter.
 - c. Director/Chief Financial Officer
 - d. Not applicable
 - e. Twitter and Facebook.
2. Nil.
 - a. Not applicable

- b. Not applicable
- c. Not applicable
- d. Not applicable
- e. Not applicable
- f. Not applicable

3. Nil.

- a. Not applicable
- b. Not applicable
- c. Not applicable
- d. Not applicable
- e. Not applicable
- f. Not applicable

4. Approvals for advertising were in line with agency delegations and requirements in the Public Governance, Performance and Accountability Act 2013.