

Senate Standing Committee on Education and Employment

QUESTIONS ON NOTICE Additional Estimates 2015 - 2016

Agency - Comcare

Department of Employment Question No. EMSQ16-000403

Senator Ludwig provided in writing.

Question

Comcare - 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. Nil.
2.
 - a. \$200.00
 - b. \$200.00 – Article Inclusion in NSW & ACT Newsletter – October 2015
 - c. The Royal Australian College of General Practitioners
 - d. Director, Health Benefits of Work, Claims and Liability Management
 - e. N/A
 - f. N/A
3. No government advertising is planned.
4. Nil.