

Senate Standing Committee on Education and Employment

QUESTIONS ON NOTICE Additional Estimates 2015 - 2016

Cross Portfolio

Department of Employment Question No. EMSQ16-000408

Senator Ludwig provided in writing.

Question

Merchandise or promotional material

Since the change of Prime Minister on 14 September, 2015:

1. Has the department purchased any merchandise or promotional material?
2. List by item, and purpose for each item, including if the material is for a specific policy or program or for a generic purpose (note that purpose)
3. List the cost for each item
4. List the quantity of each item
5. Who suggested these material be created?
6. Who approved its creation?
7. Provide copies of authorisation
8. When was the Minister informed of the material being created?
9. Who created the material?
10. How was that person selected?
11. How many individuals or groups were considered in selecting who to create the material?

Answer

(1) The Department of Employment has purchased the following merchandise and promotional material between 14 September 2015 and 22 February 2016.

(2 - 4)

Item	Quantity	Cost of production and printing (GST exclusive)	Programme / policy	Purpose
Postcard	348,000	\$27,790	jobactive	The postcard seeks to raise awareness of the jobactive service. It was included as an insert in a direct mail out to small to medium sized business owners, and disseminated at industry conferences and job fairs.
Poster	50	\$166	jobactive	A small number of posters were printed to raise awareness of the jobactive service.

(5) The department made the decision to produce the material.

(6 - 7) The Minister for Employment approved the production of the jobactive postcards and posters. Details of briefings provided to the Minister are not made publicly available in order to maintain the confidentiality and effectiveness of the advice.

(8) The Minister was briefed on 20 October 2015 regarding production of the jobactive postcard. The Minister was briefed again on 30 November 2015 regarding production of the jobactive poster.

(9) Creative agency, J Walter Thompson created the jobactive postcard under the terms of the jobactive campaign creative development contract. The jobactive poster was created by the Department of Employment.

(10-11) Four creative agencies were considered in the selection process for the creative services for the jobactive campaign. All four agencies pitched creative concepts to the department in April 2015.

The department's evaluation committee assessed all proposals against the evaluation criteria, and J Walter Thompson was selected on this basis to deliver creative development services for the jobactive campaign.