

Senate Standing Committee on Education and Employment

QUESTIONS ON NOTICE Additional Estimates 2015 - 2016

Cross Portfolio

Department of Employment Question No. EMSQ16-000437

Senator Ludwig provided in writing.

Question

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 response to Part 1 relates to advertising and marketing activities associated with Australian Government communication campaigns.

(1 a -b).The Department of Employment has spent a total of \$3,312,252 (GST exclusive) on the jobactive communication campaign between 14 September 2015 and 22 February 2016. A breakdown of expenditure and cost for each item is below.

Item – activity	Cost (GST exclusive)
Television	\$1,801,065
Online	\$90,396
Digital display	\$195,666
Mobile	\$47,075
Search	\$252,913
Press	\$166,879
Radio	\$590,315
CALD media	\$67,489
Dispatch fees	\$18,964
Production	\$8965
Content and Search Engine Optimisation services	\$72,525
Total	\$3,312,252

(1 c) The Group Manager of the People and Communications Group in the Department of Employment approved the expenditure.

(1 d) The Department of Employment commissioned the marketing activities.

(1 e) Dentsu Mitchell, the contracted whole of government media buying agency, booked advertising placements for the jobactive communication campaign.

(2 a) The Department of Employment has spent \$3,373,635 (GST exclusive) on advertising (including job advertisements) between 14 September 2015 and 22 February 2016.

(2 b-c) An overview of expenditure on advertising activities is below. The detail for the jobactive campaign is listed in 1 a-b.

Type of advertising	Programme	Cost (GST exclusive)
jobactive advertising booked by Dentsu Mitchell	jobactive	\$3,312,252
Recruitment advertising booked by Dentsu Mitchell	Department of Employment staff recruitment	\$33,011
Recruitment advertising - APSjobs	Department of Employment staff recruitment	\$28,372

(2 d) The Group Manager of the People and Communications Group in the Department of Employment approved the advertising expenditure for the jobactive communication campaign.

The Director of Recruitment Services, IAGDP and Learning Solutions approved the advertising expenditure for all Department of Employment staff recruitment.

(2 e) The Department of Employment commissioned the advertising activities listed in 2 b-c.

(2 f) The detail for the jobactive campaign items is listed in 1 a-b.

(3) The Department of Employment intends to undertake the following approved advertising activity for the remainder of the 2015-16 financial year:

- jobactive communication campaign, from 21 February – 30 June 2016
- jobactive campaign promoting Restart, from 21 February – 20 March 2016 and 1 – 20 May 2016
- Indigenous Australian Government Development Programme (IAGDP) advertising
- Graduate recruitment advertising

(3 a - c)

The total expected approved expenditure for the jobactive communications campaign advertising for the remainder of the 2015-16 financial year is \$1,089,147 (GST exclusive):

Activity	Estimate expenditure (GST exclusive)
Online	\$209,755
Digital display	\$145,036
Mobile	\$115,199
Search	\$312,149
Press	\$57,160
CALD media	\$82,373
Content services	\$167,475
Total	\$1,089,147

The total expected approved advertising expenditure for the jobactive campaign promoting Restart for the remainder of the 2015-16 financial year is \$7,320,201(GST exclusive):

Activity	Estimated cost (GST exclusive)
Television	\$2,685,635
Online	\$183,024
Digital display	\$995,160
Mobile	\$191,520
Search	\$382,452
Print	\$858,064
Radio	\$697,745
CALD media	\$539,884
Out of Home	\$493,584
Media Dispatch	\$52,643
Production	\$40,490
Content services	\$200,000
TOTAL SPEND	\$7,320,201

The total expected spend for Indigenous Australian Government Development Programme (IAGDP) advertising is \$6010 (GST exclusive) for online and search marketing.

The total expected spend for graduate recruitment advertising is \$8,851 (GST exclusive) for online marketing.

(3 d) The Group Manager of the People and Communication Group in the Department of Employment has approved the forecast advertising expenditure for the jobactive communication campaign and the jobactive promotion of Restart campaign.

The Director of Recruitment Services, IAGDP and Learning Solutions has approved the forecast advertising expenditure for the IAGDP advertising.

The Director of Indigenous Diversity and Entry Level Team, approved the forecast advertising expenditure for graduate recruitment advertising.

(3 e) The Department of Employment commissioned the forecast advertising activities listed in 3 a-c.

(3 f) The details are listed in 3 a-c.

(4) The Group Manager of the People and Communication Group and the relevant Branch Manager in the Department of Employment approved the jobactive and jobactive promotion of Restart campaign advertising expenditure. Signed media buying authorities are attached.