

Senate Standing Committee on Education and Employment

QUESTIONS ON NOTICE Additional Estimates 2015 - 2016

Agency – Fair Work Ombudsman

Department of Employment Question No. EMSQ16-000627

Senator Ludwig provided in writing.

Question

FWO - 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

From 14 September 2015 to 31 January 2016 the Fair Work Ombudsman spent a total of \$122,196.99 on marketing and advertising costs.

Item	Supplier	Cost
Hairdressing Assist – promotional materials	10 Feet Tall	\$8,485.00
Hairdressing Assist – promotional materials	Ledwich & Co	\$1,000.00
Harvest Trail	Dentsu Mitchell	\$29,937.72
PACT	Dentsu Mitchell	\$45,452.78
Local government procurement	Dentsu Mitchell	\$1,821.19

Annual Wage review	Dentsu Mitchell	\$17,400.00
Textile, Clothing and Footwear Industry campaign	Densu Mitchell	\$6,304.94
Textile, Clothing and Footwear Industry campaign	Densu Mitchell	\$832.55
Online learning course promotion – Vevo and YouTube pre-roll ads	Dentsu Mitchell	\$7,680.00
Annual report proof reading	Embellish Creative	\$1,445.00
Online survey tool subscription renewal	FLOQ – Integral Development	\$186.54
FWO Pay Calculator Research	Chitchat Research	\$1,651.27

From 14 September 2015 to 31 January 2016, the Fair Work Ombudsman has spent \$27,562.22 on recruitment advertising.

Item	Supplier	Cost
Graduate Programme	Dentsu Mitchell	\$14,849.33
Annual Fee	APSC	\$6,747.00
Harvest Trail	Dentsu Mitchell	\$5,965.89

At 31 January 2016, the following advertising campaign, which involved spending subject to section 311A of the *Commonwealth Electoral Act 1918*, was active:

Campaign
Hairdressing Assist