

**Senate Committee: Education and Employment**

**QUESTION ON NOTICE  
Additional Estimates 2016 - 2017**

**Outcome: Cross Portfolio**

**Department of Education and Training Question No. SQ17-000051**

Senator Collins, Jacinta asked on 01 March 2017, Proof Hansard page 64

***Department's advertising budget***

**Question**

Ms Ulrick: Can I just clarify your question, please. Do you mean that is the amount of moneys to date that has been spent on advertising?

Senator JACINTA COLLINS: That is my question, but you would have a budget which allocates how much is available for the 2016-17 financial year, would you not?

Ms Ulrick: That would depend on each advertising spend, what it is related to. That advertising might be in relation to recruitment advertising as well as more communication activity style advertising.

Senator JACINTA COLLINS: I understand that. I was asking you for the total at this stage. You do not have a total advertising?

Ms Ulrick: No.

Ms Smith: We do not have the total allocation with us. We have just got the expenditure figures with us.

Senator JACINTA COLLINS: But you would be able to provide that to me?

Ms Smith: We could look into that on notice for you.

Ms Ulrick: I think part of the issue is it is probably unique to the clusters, it is not in a departmental one. So, with our cluster of early childhood schools use—

Ms Smith: So, to do that, to work out the total for the whole department, we probably have to go into each cluster and have a look. We are happy to take that on notice. We do know what has been expended.

Senator JACINTA COLLINS: So, it is not in the PBS somewhere?

Ms Smith: There is not an advertising allocation in the PBS.

Senator JACINTA COLLINS: If you could take that on notice for me, please. This is why it is helpful to have cross-portfolio elements of the program. My question was specifically in relation to advertising agencies rather than media bite. I understand you probably need to deal with that on notice also. How many campaigns have been shelved in 2015-16 and now this current financial year?

**Answer**

- Allocated budget in the 2016–17 financial year for advertising agencies (not media buy) is \$2,355,000 (GST exclusive) for the Jobs for Families child care campaign.
- No campaigns were shelved in 2015–16 or in the current 2016–17 financial year.