

Senate Committee: Education and Employment

QUESTION ON NOTICE Additional Estimates 2016 - 2017

Outcome: Cross Portfolio

Department of Education and Training Question No. SQ17-000269

Senator Bilyk, Catryna provided in writing

Advertising and information campaigns

Question

How much did the Department spend on advertising and information campaigns in calendar year 2016 (GST inclusive)? Can a list of all Contract Notice IDs for the Austender website in relation to advertising and information campaign contracts please be provided?

Answer

The department expenditure for advertising that was placed in 2016 was \$56,289.75 (GST inclusive). The table below contains a breakdown of expenditure (GST inclusive) and a brief description of each activity.

AusTender reference and date published	Research service provided	Company	Contract value	Period of activity	Total paid in 2016
CN3299349 20/10/2015	Student information and education advertising for Unique Student Identifiers	Dentsu Mitchell Media Australia	\$18,724.20	October 2015 to October 2016	\$14,743.08
CN3350165 14/07/16	Overseas Higher Education Learning Development	Dentsu Mitchell Media Australia	\$18,093.67	June 2016	\$18,093.67
CN3380388 6/10/2016	Advertising for Australian Skills Authority (ASQA) Chief Commissioner Recruitment	Dentsu Mitchell Media Australia	\$23,453.00	October 2016	\$23,453.00
	TOTAL				\$56,289.75