

## Senate Committee: Education and Employment

### QUESTION ON NOTICE Additional Estimates 2016 - 2017

#### Outcome: Cross Portfolio

#### Department of Education and Training Question No. SQ17-000272

Senator Collins, Jacinta provided in writing.

#### *Advertising*

#### Question

How much has the Department spend on:

- Advertising agencies in 2015-16, 2016-17?
- How many campaigns have been shelved in 2015-16, 2016-17?
- How many campaigns have been executed in 2015-16, 2016-17?
- Can the Department provide a breakdown of this expenditure in terms of:
  - Advertising on social media
  - Advertising in print media
  - Advertising on television
  - Any other advertising expenditure/channels.

#### Answer

The information provided only relates to advertising campaigns of \$250,000 or more that must comply with the *Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth entities* and other relevant government policies and processes.

- 2015–16 was \$1,276,699.32  
2016–17 was nil.
- 2015–16 – the Jobs for Families child care campaign was deferred in-line with implementation of the package.  
2016–17 – nil.
- 2015–16 – Parent Engagement campaign  
2016–17 – nil.
- The media buy break down by channel is publically available for all campaigns. Information on the Parent Engagement campaign can be found in the Department of Finance's *Campaign Advertising by Australian Government Department and Agencies Annual Report 2015–16* (refer <http://finance.gov.au/advertising/campaign-advertising-reports.html>).