

Senate Standing Committee on Education Employment and Workplace Relations

**QUESTIONS ON NOTICE
Budget Estimates 2013-2014**

Cross Portfolio

DEEWR Question No. EW0015_14

Senator Back provided in writing.

Question

Advertising- financial year to date

What was the total cost of all advertising for the financial year to date? Is the advertising campaign or non-campaign advertising? Provide details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services. Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item. Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item. Did the Advertising comply with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies? Provide the details for each advertising item. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services. What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answer

The total cost of all advertising for the financial year to 30 June 2013 is \$25.9 million (GST exclusive).

The following table includes all advertising and communication activities committed to by the department in the 2012–13 financial year.

Program	Campaign or non-campaign	Advertising spend*	Supplier	Has the Dept. Finance and Deregulation provided advice?	Has the PRG and ICC provided advice?	Did the advertising comply with the Guidelines?
Corporate Champions – Advertising for events.	Non-campaign	\$14,025	Adcorp Australia Limited	No	N/A	N/A
Budget Based Funding Review – Advertising for consultation sessions.	Non-campaign	\$25,109	Adcorp Australia Limited	No	N/A	N/A
Queensland Workers Assistance Package – Advertising for exhibitions and information sessions.	Non-campaign	\$105,649	Adcorp Australia Limited	No	N/A	N/A
Experience+ Mature Age Job Seeker Forum event advertising.	Non-campaign	\$2,632	Adcorp Australia Limited	No	N/A	N/A
Remote Jobs and Communities Program – Advertising commencement of the program.	Non-campaign	\$70,715	Adcorp Australia Limited	No	N/A	N/A
2013 Home Interaction for Parents and Youngsters - advertising for grants process.	Non-campaign	\$75,318	Adcorp Australia Limited	No	N/A	N/A

2013 National Youth Awards – Advertising to encourage applications for awards.	Non-campaign	\$49,964	Adcorp Australia Limited	Yes	N/A	N/A
Youth Skills and Employment Centre Central Coast of NSW – Advertising for grants process.	Non-campaign	\$3247	Adcorp Australila Limited	No	N/A	N/A
National Literacy and Numeracy Week 2012 – Advertising to promote the week.	Non-campaign	\$6805	Adcorp Australia Limited	No	N/A	N/A
Teach Next Program – Advertising opening and closing dates for program.	Non-campaign	\$78,131	Adcorp Australia Limited	No	N/A	N/A
MyChild.gov.au – promotion at the 2013 Pregnancy, Babies and Children’s Exhibitions in Adelaide, Sydney, Brisbane, Perth and Melbourne.	Non-campaign	\$8,953	Pregnancy, Babies and Children’s Expo	No	N/A	N/A
Resources Sector Jobs Board (media placements aimed at increasing awareness of the Resources Sector Jobs Board www.jobsboard.gov.au).	Campaign	\$217,247	Universal McCann	Yes	N/A	Yes

Positive Body Image Awards – Advertising to encourage applications for the awards.	Campaign	\$23,814	Universal McCann	Yes	N/A	Yes
Experience+ (media placements aimed to raise awareness and encourage take up of Australian Government programs aimed at increasing the levels of mature age employment participation).	Campaign	\$850,000	Universal McCann	Yes	Yes	Yes
Child Care Assistance campaign (Creative services for the campaign aimed at raising awareness of the Child Care Rebate and encouraging families to check their eligibility).	Campaign	\$115,293	Vinten Browning	Yes	Yes	Yes
Child Care Assistance campaign (media placements for the campaign aimed at raising awareness of the Child Care Rebate and encourage families to check their eligibility)	Campaign	\$7,268,269	Universal McCann	Yes	Yes	Yes
Child Care Assistance brochure and Bounty Bag – information product on the Child Care Rebate distributed to all approved child care centres across Australia and in Bounty Bags for new mothers as part of the Child Care	Campaign	\$107,648	Bluestar Group Limited/ Bauer Media Group	Yes	Yes	Yes

Assistance campaign – Media placement.						
National Plan for School Improvement Communications Campaign – Creative services.	Campaign	\$2,648,171	McCann Worldgroup Pty Ltd	Yes	Yes	Yes
National Plan for School Improvement – Media placement.	Campaign	\$14,230,592	Universal McCann	Yes	Yes	Yes

* *Figures GST exclusive*

With regard to the campaign expenditure, the Independent Communications Committee (ICC), Peer Review Group (PRG) and the Department of Finance and Deregulation (DoFD) all provided advice with regard to the Experience+ campaign, the Child Care Assistance campaign and the National Plan for School Improvement campaign.

The ICC and PRG did not provide advice in relation to the Resources Sector Jobs Board campaign or the Positive Body Image campaign, as campaigns under \$250 000 are not subject to review under the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*.

All other items, as they were non-campaign, were not subject to review under the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*.

The following table includes all **planned** advertising and communication activities by the department in the 2013–14 financial year as known at 5 July 2013:

Program	Campaign or non-campaign	Proposed Advertising spend*	Supplier	Has the Dept. Finance and Deregulation provided advice?	Advice from PRG and ICC?	Does the advertising comply with the Guidelines?
National Plan for School Improvement – Media placement	Campaign	\$3,169,407	Universal McCann	Yes	Yes	Yes

** Figures GST exclusive*