

Senate Standing Committee on Education and Employment - Education

**QUESTIONS ON NOTICE
Budget Estimates 2014-2015**

Cross Portfolio

Department of Education Question No. ED0179_15

Senator Ludwig provided in writing.

Question

Dept & all agencies: Government advertising

1. How much has been spent on government advertising (including job ads) since Additional Estimates in February, 2014? a) List each item of expenditure and cost b) List the approving officer for each item c) Detail the outlets that were paid for the advertising 2. 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) List the approving officer for each item d) Detail the outlets that have been or will be paid for the advertising

Answer

The following areas within the Department of Education have provided responses:

1. Early Childhood Education and Care (ECEC)

The amount spent on advertising for the department's Early Childhood Education and Care (ECEC) Cluster (including job ads) since 24 February, 2014 is \$115,634.88 (GST inclusive). This figure comprises \$39,847.39 print advertising; \$8,263.55 internet advertising and \$67,523.94 radio advertising (all amounts are GST inclusive).

These advertising costs are for the community nomination process for the selection of the 2015 Home Interaction Program for Parents and Youngsters (HIPPY) sites. The approving officer was the Branch Manager, ECEC Business Improvement Support and HIPPY Branch. Adcorp Australia Limited (the Australian Government's advertising agency) placed this advertising nationally across a range of print, online and radio outlets.

As at 31 May 2014, no further advertising was planned for the remainder of the financial year.

2. Youth

The amount spent on advertising for the department's Youth Cluster since 24 February, 2014 is \$1,698.42 (GST inclusive). These advertising costs are for the expression of interest process for the Aboriginal and Torres Strait Islander Australian

Government Young Member for the National Planning Group for National Youth Week 2015, and appeared in the Koori Mail Newspaper. The approving officer was the Branch Manager, Youth Affairs Branch.

As at 31 May 2014, no further advertising was planned for the remainder of the financial year.

3. Education recruitment

The amount spent on the department's recruitment advertising since 24 February, 2014 is \$18,169.78 (GST inclusive). The approving officer for the Graduate Programme was Branch Manager, People Branch and the approving officer for the Shared Services Centre, Chief Executive Officer position was Group Manager, People, Capability and Communication Group.

The advertising outlets paid for were:

- careerone.com.au
- Seek
- Deadlyvibe.com.au
- Facebook
- Gradconnection.com.au
- Koori Mail
- Koori Mail.com
- My Career
- National Indigenous Times
- NIT.com.au
- olderworkers.com.au.

As at 31 May 2014, no further advertising was planned for the remainder of the financial year.

The following agencies have provided responses:

Australian Curriculum, Assessment and Reporting Authority (ACARA)

The amount spent on advertising since 24 February, 2014 is \$10,435.25 (GST inclusive). Advertising is for recruitment purposes and was approved by the Chief Executive Officer and the Chief Operating Officer.

The advertising outlets paid for were:

- The Australian
- Seek

As at 31 May 2014, no further advertising was planned for the remainder of the financial year.

Australian Institute for Teaching and School Leadership (AITSL)

The amount spent on advertising since 24 February, 2014 is \$4,289.50 (GST inclusive). This figure comprises \$3,627.00 (GST inclusive) on Facebook advertising, \$302.50 (GST inclusive) on Seek advertising and \$360.00 (GST inclusive) on advertising in the Australian Primary Principals Association publication. The approving officer is the Chief Executive Officer.

As at 31 May 2014, \$4,500 (GST inclusive) worth of advertising was planned for the remainder of the financial year. The approving officer is the Chief Executive Officer. Facebook will be the outlet for the paid advertising.

Tertiary Education Quality Standard Agency (TEQSA)

Nil

Australian Research Council (ARC)

The amount spent on advertising since 24 February, 2014 is \$2,432.18 (GST inclusive). This advertising cost is for the 2015 ARC College of Experts nominations. The approving officer is the Executive General Manager. Adcorp Australia Limited (the Australian Government's advertising agency) placed this advertising.

As at 31 May 2014, no further advertising was currently planned for the remainder of the financial year.

Australian Institute of Aboriginal and Torres Strait Islander Studies (AIATSIS)

The amount spent on advertising since 24 February, 2014 is \$1,100 (GST inclusive). This advertising cost is for the opening of the National Native Title Registrations. The approving officer is the Communication Director. The advertising outlet is Koori Mail.

As at 31 May 2014, advertising was planned for the remainder of the financial year, but costs were to be confirmed as quotes need to be sought. Advertising will be for NAIDOC on the Peninsula (6 July) and Warlpiri Artists Market Stall (14-15 Aug). The approving officer is the Communication Director. The advertising outlets will be Canberra City News, Canberra Chronicle and Canberra Times.