

Senate Standing Committee on Education and Employment

QUESTIONS ON NOTICE Budget Estimates 2016 - 2017

Cross Portfolio

Department of Employment Question No. EMSQ16-000770

Senator Cameron asked on 06 May 2016 on proof Hansard page 8

Question

Marketing strategy for jobactive

Senator CAMERON: Do you have a marketing strategy for this campaign? Can you provide the details of the marketing strategy?

Ms Leon: We will have a look at what we can provide you on notice.

Answer

A campaign strategy was developed for the jobactive campaign. As it formed part of the deliberations of a Cabinet committee it cannot be made publicly available.

While the full campaign strategy cannot be made publicly available, in broad terms it covered the overall approach to the jobactive campaign. The objectives of the campaign were primarily to raise awareness of jobactive amongst employers, and encourage their increased use of Government employment services for their recruitment needs. The campaign took a multi-media approach to advertising that included print, TV, digital, radio, out of home and culturally and linguistically diverse (CALD) channels. The campaign was supported by a range of non-advertising activities that included a national mail-out to employers, information and case studies promoted through social media and sponsorships at employer events.