

Senate Standing Committee on Education and Employment - Education

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

Cross Portfolio

Department of Education Question No. ED0449_15

Senator Ludwig provided in writing.

Dept & all agencies: Government advertising

Since Budget Estimates in June, 2014: 1. How much has been spent on government advertising (including job ads)? 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:

Schools and Youth

1. \$90,012.00 (GST exclusive) has been spent on government advertising.
 - a. Facebook, Twitter, Google search advertisements \$54,960 (GST exclusive), Youtube \$15,000 (GST exclusive), Education Review \$12,340 (GST exclusive), and GST and service fee cost \$16,713.
 - b. The approving officer was the Branch Manager, Access, Engagement and Youth Branch.
 - c. The advertising was commissioned through the Australian Government's contracted media agency, Mitchell's Adcorp Alliance.
2. No additional government advertising is planned for the rest of the financial year.

People and Business Services - Shared Services Centre

1. Nil.
2. The Department of Education plans to advertise its 2016 Graduate Programme during the 2014-15 financial year.
 - a. The total estimated advertising costs are expected to be up to \$10,000 which will include GST and service fees.
 - b. GradConnection.com.au \$6,000 (GST exclusive), Koori Mail (print and online) \$1,200 (GST exclusive), National Indigenous Times (print and online) \$1,200 (GST exclusive), Olderworkers.com.au \$100 (GST exclusive).

- c. The approving officer is the Director, Capability and Strategy team.
- d. The advertising will be commissioned through the Australian Government's contracted media agency, Mitchell's Adcorp Alliance.

The following agencies have provided responses:

Australian Curriculum, Assessment and Reporting Authority (ACARA)

1. \$3,000 (GST inclusive) has been spent on government advertising.
 - a. Seek Job advertisement pack of 20 placements.
 - b. The approving officer was the Manager of Human Resources.
 - c. The advertising was commissioned through the Australian Government's contracted media agency, Mitchell's Adcorp Alliance.
2. No additional government advertising is planned for the rest of the financial year.

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

1. \$5,663.90 (GST inclusive) has been spent on government advertising.
 - a. There was 15 items of advertising including a tender, event and job advertisements.
 - b. Program Directors (EL2) approved the advertising.
 - c. Macquarie publishing, Australian Associated Press, Facebook, Adcorp Australia, Fairfax and Newstate Media.
2. AIATSIS plans to advertise the Chairperson's address to the National Press Club.
 - a. Cost is unknown at this time
 - b. Cost is unknown at this time
 - c. Director of Communications
 - d. Outlets to be confirmed.

Australian Institute for Teaching and School Leadership (AITSL)

1. \$42,493.92 (GST inclusive) has been spent on government advertising.
 - a. Facebook advertisement \$1,269.22, Australian Educator \$5,033.60, Australian Teacher \$3,375.90, Education Review \$31,132.20 and Principal Matters, \$1,650.00.
 - b. The approving officer was the Chief Executive Officer or Manager, Communications Online and Social Media.
 - c. The advertising was commissioned through Facebook, Australian Educator, Australian Teacher, Education Review and Principal Matters.
2. AITSL plans additional advertising during the 2014-15 financial year, as follows:
 - a. The total expected advertising costs are \$31,132.20 (GST and service fee inclusive).
 - b. Advertising will be placed in Education Review comprising six display advertisements.

- c. The approving officer is the Manager of Communications, Online and Social Media.
- d. The advertising will be commissioned through Education Review, APN Educational Media.

Australian Research Council (ARC)

Nil

Tertiary Education Quality Standard Agency (TEQSA)

1. \$5,278.90 (GST inclusive) has been spent on government advertising.
 - a. Internet listing of excess sublease space in TEQSA's office premises.
 - b. The approving officer was Acting Chief Commissioner and CEO.
 - c. The advertising was commissioned through Blaze Advertising.
2. No additional government advertising is planned for the rest of the financial year.