

**Senate Standing Committee on Education and Employment**

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

**Cross Portfolio**

**Department of Employment Question No. EM0984\_15**

**Senator Ludwig provided in writing.**

**Question**

**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**

*All costs listed below are GST exclusive.*

1. Since Budget Estimates in June 2014 and up to 31 October 2014 the Department has spent \$1,204,003 on advertising.

Advertising was in relation to the Restart Wage Subsidy, the Tasmanian Jobs Programme, the Exposure Draft for Employment Services 2015-2020 purchasing arrangements information sessions, the Request for Tender for Employment Services 2015-2020 information sessions, the Request for Tender for Work for the Dole in selected areas and SES recruitment.

Universal McCann and Adcorp Australia, the Australian Government's former media buying agencies, were paid for media placements prior to 1 July 2014. Mitchells Adcorp Alliance, the Australian Government's current media buying agency, was paid for media placements from 1 July 2014.

**Restart Wage Subsidy**

Advertising for the Restart Wage Subsidy totalled \$1,093,164 including production costs of \$146,485.

The campaign was certified by the Secretary of the Department, endorsed by the Special Minister of State and approved by the Minister in accordance with the *Short-term Interim Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*.

**SES recruitment**

SES recruitment advertising totalled \$5,663 and was approved by an officer within the Department.

**Tasmanian Jobs Programme**

Advertising for the Tasmanian Jobs Programme totalled \$55,153 and was approved by an officer within the Department. The Minister for Employment was briefed on the advertising.

**Request for Tender for Work for the Dole in Selected Areas**

Advertising for the Request for Tender for Work for the Dole in selected areas totalled \$16,199 and was approved by an officer within the Department.

**Employment Services 2015-2020**

Advertising for the Exposure Draft for Employment Services 2015-2020 purchasing arrangements information sessions totalled \$20,115, including a production cost of \$70. Advertising was approved by an officer within the Department.

Advertising for the Request for Tender for Employment Services 2015-2020 information sessions totalled \$13,709, including a production cost of \$195. Advertising was approved by an officer within the Department.

2. Further advertising for the Restart Wage Subsidy is planned, however expenditure has not been finalised. Mitchell Adcorp Alliance will be paid for any future media placement.

Advertising for the Department of Employment 2016 Graduate Programme is proposed for the 2014-15 financial year. The estimated cost is \$8790. This advertising has not been approved.