

Senate Standing Committee on Education and Employment

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

Cross Portfolio

Department of Employment Question No. EM1248_15

Senator Ludwig provided in writing.

Question

Advertising

Since Budget Estimates in June, 2014:

1. How much has the Department/Agency spent on Advertising? Including through the use of agencies.
2. Please detail each advertising campaign including its cost, where the advertising appeared, production costs, who approved, ministerial or ministerial staff involvement in commissioning.
3. Provide copies of approvals, including but not limited to, approvals made by the Prime Minister or his delegate, the Minister of their delegate or the department or their delegate.

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.
2. 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 up to 31 October 2014, including production costs. 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*.

The advertising appeared nationally in press, magazine, radio and digital media, including culturally and linguistically diverse press and radio. Press advertising

included metropolitan, regional and community newspapers, and radio advertising included metropolitan and regional stations. The Minister for Employment was briefed on the campaign.

SES recruitment

SES recruitment advertising totalled \$5,663. Advertising appeared in *The Australian* on 27 September 2014 and was approved by an officer within the Department.

Tasmanian Jobs Programme

Advertising for the Tasmanian Jobs Programme totalled \$55,153, including production costs. Advertising appeared in Tasmanian based print publications and radio outlets, 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. There were no production costs. Advertising appeared in major daily metropolitan print publications and regional print publications, 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 appeared in a major daily metropolitan print publication in each state and a nationally syndicated print publication, and 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 placed in a major daily metropolitan print publication in each state and a nationally syndicated print publication, and was approved by an officer within the Department.