

Senate Standing Committee on Education and Employment

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

Agency - Fair Work Ombudsman

Department of Employment Question No. EM1253_15

Senator Ludwig provided in writing.

Question

FWO - 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

1 - 2. From 2 June - 31 October 2014 Fair Work Ombudsman spent a total of \$82,368.13 on advertising costs. All advertising was approved within the Fair Work Ombudsman. There was no ministerial or ministerial staff involvement in the commissioning.

Advertising	Amount spent 2 June to 31 October 2014	Where the advertising appeared
Fruit Picker Campaign	\$3,686.59 (including commissions and fees)	Facebook promoted posts
Transition 2014 Campaign (A communications campaign to promote the changes brought about by the end of phasing in most modern awards)	\$78,681.54 (including commissions and fees)	Facebook promoted posts, digital promotion on Google Adwords, Good Search and banner advertising

See also SQ14-002676 for recruitment advertising costs.

3. Not applicable.