

Senate Standing Committee on Education and Employment

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

Outcome 1 - Employment

Department of Employment Question No. EM1628_15

Senator Lines provided in writing.

Question

Tasmanian Jobs Programme - promotion

I understand Senator Abetz wrote a letter to Tasmanian small businesses regarding the Jobs Package, can you advice what other measures have been undertaken in order to promote the subsidy? - How much money has been spent on advertising this subsidy and over what period? - How much money has been spent to date on paying out this subsidy to eligible employers?

Answer

Print and radio advertisements were placed throughout Tasmania. \$76,785 (GST exclusive) has been spent on advertising from 6 April 2014 to 11 May 2014.

Posters and information brochures have been distributed to employment services providers.

Programme content has been placed on Federal Government and Tasmanian State Government websites and web and social media content has been developed for a range of industry and employer stakeholders.

Cross promotion activities are also underway with Dairy Tasmania.

As at 9 December 2014, 114 job seekers have been placed in employment utilising the Tasmanian Jobs Programme. Since 1 July 2014, 20 payments have been made with a total expenditure of \$59,091 (GST exclusive). It is noted that payments are made after employees have been in a position for six months.