

**Senate Standing Committee on Education and Employment**

**QUESTIONS ON NOTICE  
Supplementary Budget Estimates 2015 - 2016**

**Cross Portfolio**

**Department of Employment Question No. EMSQ15-000356**

**Senator Lines provided in writing.**

**Question**

**jobactive - advertising**

How much has been spent on advertising jobactive? Can you please provide me with a breakdown on newsprint, social media, radio and television for this expenditure?

**Answer**

As at 3 November 2015 a total of \$2,838,484 (GST exclusive) has been spent on jobactive advertising.

The breakdown for the amount spent in each media channel for jobactive advertising as at 3 November 2015 is as follows (all amounts are GST exclusive):

Television - \$1,792,425

Digital - \$175,180

Search (including Google Display Network, search and social) - \$47,588

Newspaper - \$173,832

Radio - \$590,315

Culturally and Linguistically Diverse (press, radio and digital) - \$59,144