

Senate Standing Committee on Education and Employment

QUESTIONS ON NOTICE Supplementary Budget Estimates 2015 - 2016

Cross Portfolio

Department of Employment Question No. EMSQ15-000383

Senator Lines provided in writing

Question

Tasmanian Jobs Programme - advertising

1. Can you provide me with the total amount spent on advertising this program given there has been newspaper, radio and tv advertising?
2. If APPROPRIATE - Who made the decision to spend such a large sum on advertising?
3. If APPROPRIATE – when was the decision made to spend funds on advertising?

Answer

1. The total amount spent on advertising the Tasmanian Jobs Programme was \$183,959 (GST exclusive). There has been no expenditure on television advertising for the Tasmanian Jobs Programme.
2. In the 2014–15 Budget \$196,800 (GST exclusive) over two years was allocated for communications.
3. The decision to allocate funds for communication activities was announced in the 2014–15 Budget.