

Senate Standing Committee on Education and Employment

QUESTIONS ON NOTICE Supplementary Budget Estimates 2015 - 2016

Agency - Workplace Gender Equality Agency

Department of Employment Question No. EMSQ15-000477

Senator Reynolds asked on 22 October 2015 on proof Hansard page 44

Question

WGEA - advertising budget

Senator REYNOLDS: Further to what Ms Lyons said, you have core funding as part of your budget, so for campaign specific funding, is that where you go into partnership?

Ms Beattie: Yes. Our advertising budget, specifically in terms of paid advertising, is very small. We did a little bit of social media seeding around the flexibility campaign, for example, in the middle of the year. That is in the thousands and not anything greater than that. I think it was under 10, if I am correct, but I will come back on notice with that. What we tend to do, therefore, with our campaigns is to create campaigns that have a long-term platform so that we can build them over time and leverage the effort that is put into building them initially.

Answer

Advertising expenditure for the Workplace Gender Equality Agency (Agency) campaigns in 2014–15 financial year was as follows:

Pay Equity – In Your Hands	
Social Media Seeding	\$ 5,000
Flexibility – Equilibrium Man	
Social Media Seeding	\$12,927
Total	\$17,927

For the 2015–2016 financial year the Agency has not allocated budget specifically to campaign advertising. Expenditure will be dependent on contributions of our partners.