

Senate Standing Committee on Education and Employment

QUESTIONS ON NOTICE Supplementary Budget Estimates 2016 - 2017

Outcome 1 - Employment

Department of Employment Question No. EMSQ16-000905

Senator Cameron asked on 19 October 2016 on proof Hansard page 11

Question

jobactive campaign advertising

Ms Leon: If I can add something in relation to employer awareness, we track employer awareness in relation to the communication material that is published. For the jobactive campaign, that tracking research found that employer awareness of jobactive increased from nine per cent up to 30 per cent, and it also attracted employers to the jobactive website. So the advertising encourages employers to go to the website. Employer registrations to the website increased by an average of 122 per cent across the two periods of the campaign, and jobs advertised by employers on the jobactive website increased by 63 per cent in that period. So it has been a focus of us to try to increase employer usage of the jobactive service so that we can place more people in jobs.

Senator CAMERON: On notice, can you provide me with details of the cost of the focus groups, how many focus groups have been engaged in, what advertising has been undertaken, where the advertising has been undertaken and the cost of the advertising, and can you provide us some copies of the advertising that has been undertaken? Can that be done on notice?

Ms Leon: Yes, we can do all that on notice.

Answer

The Government committed \$20.001 million in administered funding over five years to 2018–19 for a communication campaign to promote the Australian Government's employment services system, jobactive, which commenced on 1 July 2015.

The research data provided by Ms Leon at the Senate Estimates hearing on 19 October 2016 relates to quantitative benchmark and tracking research undertaken throughout the duration of the jobactive campaign to measure its effectiveness. Three waves of tracking research were undertaken nationally in 2015-16 with employers, job seekers and jobactive providers. The wave one sample comprised of 1,004 participants, the wave two sample targeted 501 participants and wave three interviewed 751 participants. All waves were statistically representative and the research participants were interviewed via telephone; no focus groups were conducted in this quantitative research.

The total cost of the jobactive campaign benchmark and tracking research is \$302,965 GST exclusive as at 1 November 2016.

jobactive advertising appeared nationally on television, radio, print and digital channels. The total cost of the jobactive advertising is \$4,942,749 GST exclusive as at 1 November 2016.

The jobactive television, print and radio advertisements can be accessed at:
<https://www.employment.gov.au/campaign-jobactive>. Copies of the print and digital advertisements are attached as requested.