

Senate Standing Committee on Education and Employment - Education

**QUESTIONS ON NOTICE
Additional Estimates 2013-2014**

Cross Portfolio

Department of Education Question No. ED0337_14

Senator Ludwig provided in writing.

Question

Government advertising

1. How much has been spent on government advertising (including job ads) since 7 September 2013? 2. List each item of expenditure and cost 3. List the approving officer for each item 4. Detail the outlets that were paid for the advertising a. What government advertising is planned for the rest of the financial year? 5. List the total expected cost 6. List each item of expenditure and cost 7. List the approving officer for each item 8. Detail the outlets that have been or will be paid for the advertising

Answer

The following areas within the Department of Education have provided responses:

Early Childhood, Education and Care (ECEC)

Nil.

Higher Education, Research and International (HERI)

The amount spent on government advertising (including job ads) since 7 September 2013 is \$2,681.35 Advertisements in The Australian newspaper for the Higher Education Supplement to advertise the Programs that they run. This is conducted every year. The approving officer is the Branch Manager, Office for Learning and Teaching. The outlet that was paid for the advertising was The Australian newspaper.

Nil to all other questions.

Communications Branch

Nil.

People and Business Services Branch - Shared Services Centre

Nil.

Schools and Youth Cluster

The response from Schools and Youth Cluster is located at **Attachment A**.

The following agencies have provided responses:

Australian Research Council (ARC) –

The ARC has spent \$17 492.19 (including GST) on non-campaign advertising.

- ARC Future Fellowship scheme—call for applications - \$17 492.19

The approving officer for this expenditure was the Executive General Manager,.

The outlets that were paid for the advertising were:

- Adcorp which includes media placement in The Australian Higher Education Supplement
- The Times Higher Education UK
- Nature magazine
- Science Magazine
- H-Net.org

No additional government advertising is planned for the rest of the financial year.

Australian Curriculum, Assessment and Reporting Authority (ACARA) –

ACARA has provided the following response.

ACARA has been spent:

- \$9,508.69 plus GST on government advertising since 7 September 2013.
- \$6,664.59 plus GST for General Manager, Assessment and Reporting display ad in the Australian on 1 March 2014
- \$2,844.10 plus GST for Seek Pack 20 and standout ad feature in November 2013

The approving officer for the General Manager, Assessment and Reporting display ad was the Chief Executive Officer.

The approving officer for the Seek Pack 20 and standout ad feature was the Chief Operating Officer.

The outlet paid for the advertising was Adcorp Australia Limited.

While there is no planned advertising expenditure, as the staff profile changes through natural attrition, there would be an expectation that advertising costs would be incurred. However, this could not be estimated at this time. Any costs would not be expected to exceed the 6 month expenditure we have incurred to-date.

Australian Institute of Aboriginal and Torres Strait Islander Studies (AIATSIS) -

AIATSIS has provided a response located at **Attachment B**.

The Australian Institute for Teaching and School Leadership (AITSL) -

The Australian Institute for Teaching and School Leadership has provided a response at **Attachment C**.

Tertiary Education Quality and Standards Agency (TEQSA) -

Nil.