

**SENATE EMPLOYMENT, WORKPLACE RELATIONS AND EDUCATION  
LEGISLATION COMMITTEE**

**2005-2006 SUPPLEMENTARY BUDGET SENATE ESTIMATES HEARING  
2 and 3 NOVEMBER 2005**

**EMPLOYMENT AND WORKPLACE RELATIONS PORTFOLIO**

**QUESTIONS ON NOTICE**

**Outcome 2: Higher productivity, higher pay workplace**

**Output Group 2.1: Workplace relations policy and analysis**

**Output: 2.1.1: Workplace relations policy advice**

**Question Number: W577-06**

**Question:**

Senator Wong asked at *Hansard* page 57:

In relation to the workplace relations advertising campaign, please provide a document setting out the contracts and their value?

**Answer:**

Refer to Attachment A for a breakdown of the workplace relations advertising campaign contracts and their value.

## Attachment A

<b>WORKCHOICES ADVERTISING CAMPAIGN</b>		
<b>ITEM</b>	<b>BUDGET (\$ mill)</b>	<b>ESTIMATED ACTUAL COST (\$ mill)</b>
<b>DEPARTMENTAL EXPENSE</b>		
Research	\$2.000	\$1.829
Public Relations	\$0.580	\$0.400
Advertising and creative	\$2.000	\$2.965
Advertising Costs (Radio and print advertising 9 July - 24 July 2005)	\$2.936	\$2.750
Television advertisements	\$22.765	\$30.902 <sup>1</sup>
Print Media	\$8.211	
Radio	\$3.490	
Internet	\$0.396	
NESB	\$0.958	
Indigenous media	\$0.958	
Print handicapped	\$0.026	
<b>Total Costs re WorkChoices Advertising Campaign</b>	<b>\$44.32</b>	<b>\$38.446</b>
<b>WORKCHOICES INFORMATION &amp; EDUCATION</b>		
<b>ITEM</b>	<b>BUDGET (\$ mill)</b>	<b>ESTIMATED ACTUAL COST (\$ mill)</b>
<b>DEPARTMENTAL EXPENSE</b>		
Outsourced call centre	\$8.124	\$6.381
Printing & Distribution	\$1.848	\$2.181
Mail house	\$0.810	\$1.067 <sup>2</sup>
<b>Total Costs re WorkChoices Information &amp; Education</b>	<b>\$10.78</b>	<b>\$7.128</b>

<sup>1</sup> The estimated actual cost is lower than the budget because of efficiencies in buying and the effectiveness of the placement agency.

<sup>2</sup> Expenditure to date is less than this amount due to demand driven ordering.