

**Senate Standing Committee on Education Employment and Workplace Relations**

**QUESTIONS ON NOTICE  
Supplementary Budget Estimates 2011-2012**

**Cross Portfolio**

**DEEWR Question No.** EW0535\_12

**Senator Back provided in writing.**

Refers to [EW0004\\_12](#), [EW0807\\_11](#), [EW049\\_11](#), [EW0800\\_10](#)

**Question**

**Government Advertising**

1. What advertising – Campaign and Non-Campaign – did the Department/Agency undertaken in 2011-12? Provide details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services.
2. Did the Department of Finance and Deregulation provide any advice about the advertising? Provide details of each advertising item.
3. Did the Advertising comply with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies (March 2010)? Provide the details for each advertising item.
4. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
5. What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?"

**Answer**

- 1) With regard to advertising by the department for 2011-12:

*\*figures GST exclusive*

<b>Program</b>	<b>Total spend (media buy)</b>	<b>Creative agency (agency fees and production costs)</b>
Building Australia's Future Workforce campaign – aims to raise awareness and encourage take up of Australian Government programs to increase workforce skills, participation and diversity.	\$4,570,513 (Mediabrand Australia Pty Ltd - trading as Universal McCann) <i>Represents expenditure for phase 1 of the campaign</i>	\$1,056,400 (Newd Corp Pty Ltd – trading as Vinten Browning) <i>Represents expenditure for phase 1 of the campaign</i>

<b>Program</b>	<b>Total spend (media buy)</b>
Promotion of National Literacy and Numeracy Week 2011	\$34,161 (Adcorp Australia Limited)
Promotion of the Young Worker Toolkit - helping young people find answers to common questions about how workplace relations laws apply to them	\$64,529 (Mediabrand Australia Pty Ltd - trading as Universal McCann)

*Note: advertising for day to day departmental business such as recruitment advertising, request for tenders and calling for submissions or public comment have not been included.*

- 2) The Department of Finance and Deregulation provided advice in relation to compliance with the *Guidelines on Information and Advertising Campaigns* for the Building Australia's Future Workforce campaign.
- 3) All campaigns that were captured by the *Guidelines* complied with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies.
- 4)

<b>Program</b>	<b>Total spend (2011-12) (GST excl.)</b>	<b>Agency</b>
Building Australia's Future Workforce (assist the department with below the line activities that support the messaging that is conveyed in above the line - advertising).	\$113,636	Fenton Strategic Communications

- 5) Not applicable.