

Senate Committee: Education and Employment

**QUESTION ON NOTICE
Additional Estimates 2015 - 2016**

Outcome: Agency: AITSL

Department of Education and Training Question No. SQ16-000605

Senator Ludwig, Joe provided in writing

Also refer to previous hearing Question No. ED0449_15

AITSL: Government advertising/marketing

Question

Since the change of Prime Minister on 14 September, 2015:

1. How much has been spent by the department / agency on marketing?
 - (a) List the total cost
 - (b) List each item of expenditure and cost
 - (c) List the approving officer for each item.
 - (d) Detail the ministerial or ministerial staff involvement in the commissioning process.
 - (e) Which firm provided the marketing?
2. How much has been spent by the department / agency on government advertising (including job ads)?
 - (a) List the total cost
 - (b) List each item of expenditure and cost
 - (c) Where the advertising appeared
 - (d) List the approving officer for each item.
 - (e) Detail the ministerial or ministerial staff involvement in the commissioning process.
 - (f) Detail the outlets that were paid for the advertising.
3. What government advertising is planned for the rest of the financial year?
 - (a) List the total expected cost.
 - (b) List each item of expenditure and cost.
 - (c) Where the advertising will appear
 - (d) List the approving officer for each item.
 - (e) Detail the ministerial or ministerial staff involvement in the commissioning process.
 - (f) Detail the outlets that have been or will be paid for the advertising.
4. Provide copies of approvals for advertising, including but not limited to, approvals made by the Prime Minister or his delegate, the Minister or their delegate, or the Department or their delegate.

Answer

The Australian Institute for Teaching and School Leadership provides the following response for the period 14 September 2015 to 10 February 2016:

1. \$47,241.29 (GST ex)

b) - e)

\$ Amount (ex GST)	Narrative	Approving Officer	Outlet	Ministerial Involvement
555.40	Advert: Online	Chief Executive Officer	Facebook	none
773.81	Advert: Online	Chief Executive Officer	Twitter	none
10,272.72	Display advert	Manager – Communications, Online and Social Media (COSM)	Australian Educator, Hardie Grant/AEU	none
7,727.27	Display advert		Australian Teacher, Tempo Media	none
2,727.27	Display advert		Principal Matters, VASSP	none
2,727.27	Display advert		Leadership in Focus	none
3,486.60	Recruitment adverts x 3 online	General Manager, Corporate Services	Seek	none
189.95	Recruitment adverts x 1 online	General Manager, Corporate Services	LinkedIn	none
280.00	Recruitment adverts x 1 online	General Manager, Corporate Services	The Conversation	none
5,000	Display advert x 2 online	Manager - COSM	The Educator	none
4,609	Display advert x 2 online	Manager - COSM	Independence Journal	none
8,892	Display advert x 3 online	Manager - COSM	Australian Teacher Magazine	none

2. Not applicable
3. Not applicable
4. Not applicable