

Senate Standing Committee on Education and Employment

QUESTIONS ON NOTICE Additional Estimates 2015 - 2016

Agency - Fair Work Building and Construction

Department of Employment Question No. EMSQ16-000600

Senator Ludwig provided in writing.

Question

FWBC - Government Advertising/Marketing

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

1. Nil.
2. See below.
 - a. \$2,376.94
 - b. See table below
 - c. See table below
 - d. See table below
 - e. n/a
 - f. See table below

Vendor	Posting date	Item	Order	Amount	Where it appeared	Approver
DENTSU MITCHELL MEDIA AUSTRALIA	21.09.2015	1	Recruit Ads	193.40	Seek	Manager, HR
DENTSU MITCHELL MEDIA AUSTRALIA	21.09.2015	1	Recruit Ads	242.18	Workplace Express	Manager, HR (non-SES)
DENTSU MITCHELL MEDIA AUSTRALIA	07.10.2015	1	Recruit Ads	780.96	NT News	CFO (non-SES)
DENTSU MITCHELL MEDIA AUSTRALIA	25.11.2015	1	Recruit Ads	193.40	Seek	Manager, HR (non-SES)
DENTSU MITCHELL MEDIA AUSTRALIA	11.12.2015	1	Recruit Ads	193.40	Seek	Manager, HR (non-SES)
DENTSU MITCHELL MEDIA AUSTRALIA	11.12.2015	1	Recruit Ads	193.40	Seek	Manager, HR (non-SES)
DENTSU MITCHELL MEDIA AUSTRALIA	12.01.2016	1	Recruit Ads	193.40	Seek	Manager, HR (non-SES)
DENTSU MITCHELL MEDIA AUSTRALIA	12.01.2016	3	Recruit Ads	193.40	Seek	Manager, HR (non-SES)
DENTSU MITCHELL MEDIA AUSTRALIA	21.01.2016	1	Recruit Ads	193.40	Seek	Manager, HR (non-SES)

3. Nil.
4. See attached.