

Senate Standing Committee on Education and Employment

QUESTIONS ON NOTICE Additional Estimates 2016 - 2017

Cross Portfolio

Department of Employment Question No. EMSQ17-001558

Senator Bilyk provided in writing

Question

Advertising and information campaigns

How much did the Department spend on advertising and information campaigns in calendar year 2016, expressed as a GST inclusive figure? Can a list of all Contract Notice IDs for the Austender website in relation to advertising and information campaign contracts please be provided?

Answer

In calendar year 2016 the Department spent a total of \$9,773,866 (GST inclusive) on advertising and information campaigns. The Austender Contract Notice IDs to cover these costs were:

Austender Contract Notice	Contract Description
CN3249232	Employment Services Communications Research
CN3280720	Creative Services for jobactive
CN3287785	jobactive Media Buy
CN3287793	Search Engine Optimisation Work for jobactive Website
CN3315793	Phase 2 jobactive campaign: Restart component Media buy
CN3330250	ParentsNext Campaign
CN3340670	Digital products for jobactive Restart
CN3394378	Engagement of creative agency to promote the ParentsNext initiative
CN2700301	Employment Services Communication
CN3318644	Targeted social media campaign for Job Seeker jobactive
CN3318645	Targeted social media campaign to drive downloads of jobseeker (Employer) app
CN3379803	Youth advertising for jobactive website
CN3315791	Connect Events
CN3315790	Connect Events
CN3327667	Australian Business Forum